# JUDITH MAJONIS

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## EXPERIENCE

### Principal Design Researcher
**Capital One Canada**
📅 10/2019 - Ongoing

- **Lead researcher for Credit Keeeper Strategy project -** To determine the future path for Capital One's credit monitoring tool, planned and executed customer empathy interviews and collaborated with quantitative researcher on a survey. Planned and led two feature ideation workshops and contributed to creation of a future vision for Credit Keeper. Since this project wrapped up, Capital One has grown the Credit Keeper product and tech teams to help develop new features and put plans in place to restart in-market advertising of the tool.
- **Trained associates in design research -** Taught multiple sessions of a Design Research Fundamentals course and the research module of a Design Sprint course to over 40 product designers + product owners to empower them to incorporate and execute their own research.
- **Coached product teams to conduct their own research** - Led 5 research projects where I advised teams on the best research approach + methodology, created project plans, supported teams in the creation of study materials, facilitated interviews to demonstrate best practices, provided moderator training and coaching on how to run synthesis. Each team was able to successfully complete their research studies and use findings to optimize their product designs.
- **Set up remote research capability -** Established best practices for remote interviewing, procured Mural to aid in remote note-taking and synthesis and created templates for remote research, allowing teams to complete interviews in a virtual environment due to COVID-19.

### Experience Lead, Research
**Tribal DDB**
📅 10/2017 - 10/2019

Clients: Volkswagen, Habitat for Humanity Canada, Emerald Health Cannabis

- **Grew the research practice at Tribal -** Procured research software (Lookback) to streamline research activities and created templates for screeners, research briefs, interview guides and research reports to standardize the research process.
- **Advocated for design research -** Worked closely with account managers to proactively identify research opportunities for different clients, resulting in additional scope for research across a variety of digital projects.
- **Mentored junior researchers** - Provided coaching on the process of conducting user research, from how to identify research objectives and choose research methods to best practices in note-taking and how to develop soft-skills needed for facilitation.
- **Led content strategy + design research for Emerald Health Cannabis -** Content strategy work included a content audit, identification of new content opportunities and redesign of the site architecture and navigation. Design research included qualitative user interviews and leveraging findings to create personas and customer journeys.
- **Led the discovery + redesign of the Habitat for Humanity Canada website -** Conducted stakeholder interviews to gather business requirements for the site redesign and facilitated empathy interviews with Habitat volunteers. Facilitated a client workshop to identify short & long term digital opportunities and create a project roadmap. Led the weekly sprint design process, including sprint planning and providing UX direction to the design team.
- **Conducted ongoing user research for the Volkswagen Canada website**. Wrote research briefs, test plans and interview guides. Facilitated user interviews and usability prototype testing sessions in-person. Synthesized research data and created reports with key findings and recommendations. Collaborated with design team to incorporate findings and iterate on work.

### Instructional Assistant
**University of Toronto, Faculty of Information**
📅 05/2018 - 08/2018

- **Instructional TA for INF2306H Special Topics in Information Studies: Designing for Knowledge Work -** Responsibilities included lecturing, assignment creation and grading.

# EXPERIENCE

## Senior UX Designer

**Publicis Sapient**

📅 08/2015 - 10/2017

Client: Walmart Canada

- **UX Lead on the Walmart Canada account -** Responsible for day-to-day management of UX activities, research and deliverables across multiple projects and work streams for the Walmart Canada e-commerce site and suite of mobile apps.
- **Mentored 2 junior UX designers -** Reviewed design deliverables, taught fundamentals of design research and coached in soft skills such as presentations and client management.
- **Lead UX designer for Scan & Go** - Planned and facilitated workshops with Walmart stakeholders to identify key business requirements. Designed Android & iOS mobile app wireframes in Sketch for Scan & Go.
- **Conducted design research for Walmart Marketplace, Holiday Shopping & Scan & Go initiatives -** Wrote research briefs, test plans and interview guides. Facilitated user interviews and usability prototype testing sessions remotely and in-person. Synthesized research data and created reports with key findings and recommendations.

## UX Designer

**Publicis Sapient**

📅 01/2014 - 08/2015

Client: Walmart Canada

- **UX designer for the Grocery Delivery & Pickup project -** Created high fidelity wireframes and prototypes across breakpoints of key grocery features for integration into the existing Walmart.ca responsive experience. Assisted with usability testing and worked to evolve designs based on findings and user feedback. Collaborated with a multi-disciplinary team of designers, developers and data analysts.

## User Interface Designer & Content Manager

**H2 Central Marketing and Communications**

📅 08/2012 - 11/2013

Clients: Bridgehouse Asset Managers, Brandes Investment Partners, Investor Education Fund, Osgoode Professional Development, ROI Capital, Women's College Hospital, York University Libraries

- **Facilitated brainstorming & discovery workshops -** Worked with clients to identify design, content, functionality & usability issues with current web properties and capture business requirements for new website projects.
- **Developed high fidelity wireframes for website projects -** Design process included depicting interface elements, prioritization and layout of content, key functionality, and navigation specifications.

# EDUCATION

## Master's of Information, Information Systems Design

**University of Toronto**

📅 2010 - 2012

## Honour's Bachelor of Arts, History

**University of Toronto**

📅 2004 - 2010