

Margeaux Comerford

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QUALIFICATIONS PROFILE

I am a user experience professional with a background in experimental psychology, digital media, and a passion for user-centered design. My goal is to advocate for users' needs to enable the development of products that delight users. As a UX team manager, I encourage the growth and development of my direct reports to empower them in being the best researchers possible. I have extensive knowledge of qualitative and mixed methods research and tools to provide stakeholders the insights and recommendations needed to create amazing user-centered products.

Core Skills

Design Tools	Adobe Creative Suite, InVision, Balsamiq Mockups, Axure, Figma, Mural
Productivity and Research Platforms	MacOS, iOS, Windows, MS Office, iWork, iLife, Google Workspace, SPSS, Tableau, Optimal Workshop, UserTesting, dscout
Coding Languages	Java, Python, HTML, CSS, Android Debugging Bridge (adb)
Research Methods	Usability Testing, Playtesting, Heuristic Evaluation, Literature Reviews, KPI Testing and Benchmarking, Focus Groups, Survey Creation and Analysis, Diary/Camera Studies, Card Sorting, Contextual Interviews

EXPERIENCE HIGHLIGHTS

Meta | Seattle, WA (remote)

(Contracted through Apex Systems) 2024 - Present

UX Researcher III, Facebook Games

Conducting tactical and foundational UX Research across Facebook Games initiatives, including mobile game playtest benchmarking, content strategy research, and strategic research with AR and VR partners in Meta Reality Labs.

- Developing cohesive research perspectives for 5+ teams in order to create one point of view on gaming and gaming-adjacent products across Meta's family of apps.
- Established best practices for data collection and analysis of playtest benchmarking studies in order to standardize sentiment metrics for cross-comparison with data science metrics.
- Partnering with cross-functional stakeholders to socialize data-driven insights and establish frameworks and quality thresholds for Facebook Games.

AnswerLab | Seattle, WA (remote)

2020 - 2024

UX Research Manager | 2022 - 2024

Managed a team of 5-10 UXRs and fostered a team of curious professionals in their growth as UXRs while developing new processes internally and maintaining and growing client relationships.

- Nurtured and supported direct reports resulting in a 92% retention rate and 2 promotions, with 3 planned promotions within the team.
- Oversaw large-scale client programs from intake to delivery, including resourcing relevant subject-matter experts per client team and scoping research pipelines for 6 client teams concurrently.
- Further developed AnswerLab's benchmarking practice through refining training materials and templates for UXRs while supporting the sales team in highlighting AnswerLab's benchmarking expertise to clients.
- Developed best practices for long-term, embedded engagements by documenting processes on how to roadmap research to set UXRs up for success.
- Encouraged a company culture of curiosity and growth through leadership in the Gaming Taskforce and Employee Resource Groups (ERGs).

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Senior UX Researcher | 2021 – 2022, **UX Researcher** | 2020 – 2021

Conducted complex and long-term research programs for clients in the tech and gaming industries, focused on supporting clients with less-mature UX practices build their internal knowledge bases and skills.

- Formed impactful relationships with client teams through user research insights and recommendations tailored to address user needs with an understanding of the limitations of time and budget for client teams.
- Worked with AnswerLab's Gaming Task Force to develop internal strategic initiatives to capture market share in gaming technology, including conducting games testing related to VR and partnering with teams to identify the key needs of gamers on social media platforms.
- Led the AnswerLab benchmarking practice by developing analysis tools and training UXRs in the methodology, including benchmarking data analysis and establishing best practices for reporting.
- Mentored multiple UXRs with varying levels of experience in industry research, fostering a company culture of growth and curiosity in order to best work with a variety of clients in a multi-disciplinary market.

Oculus | Seattle, WA

(Contracted through Filter) 2018 - 2020

UX Research Associate II | 2019 – 2020, **UX Research Associate** | 2018 – 2019

Worked closely with hardware and software design teams developing the Oculus Quest and Rift S VR headsets to identify key research needs pertaining to hardware ergonomics, new user/onboarding experiences, and social experiences in VR.

- Managed multiple research projects simultaneously from inception to final execution, including identifying and prioritizing key research needs with cross-functional stakeholders, orchestrating the planning and execution of studies, and delivering results to multiple stakeholders across the company.
- Performed lab management duties in absence of official lab manager, including managing lab inventory, maintaining lab operability, managing Research Assistant schedules and research pipelines, and training new Research Assistants.

Adaptive Digital Media Lab | Atlanta, GA

2014 – 2015

Researcher

Bolstered the Digital Media research that was conducted in the lab by providing research methodology and theory considerations of experimental psychology to ground the proposed applications of computational design in human psychology.

- Designed and conducted empirical experiments for analysis of the creative process of pretend play among adults.
- Recruited participants, recorded video, collected, and analyzed data sets for experiments lasting up to one year.
- Recruited an average of 20 participants weekly, and conducted 5 - 7 exploratory research sessions per week.

Publications

- [An Enactive Characterization of Pretend Play](#)
- [An Overview of Computational Co-Creative Pretend Play with a Human](#)

ACADEMIC BACKGROUND

Bachelor of Science, Psychology, Georgia Institute of Technology

Certificate in UX Design, Springboard

Certificate, User-Centered Design, University of Washington