

# Mark Hilton

UX RESEARCHER – SAN FRANCISCO BAY AREA

**markhilton777@gmail.com | 760.975.9761 | [www.markhilton.me](http://www.markhilton.me) |**

**<http://www.linkedin.com/in/mark-hilton-391987b5>**

## About Me

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Eight years of dedicated UX research across exploratory, generative and evaluative phases of the UX life cycle. Seeking meaningful opportunities for both impact and growth.

## Experience

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**Senior UX Concept & Desirability Researcher | Climate LLC** **08/2020 – Present**

- Overhauled and expanded large-scale user experience maps through interviews and collaboration with subject matter experts. New experience maps were adopted across the product division as a baseline for user-oriented decision making.
- Customer interviews across varied Climate LLC user segments to learn about user practices to guide development of multiple user-facing modular data platforms.
- Designed and led extensive remote user research studies with global customers to uncover and address user behavior that impacted data science models.

**UX Researcher | Ooma, Inc.** **05/2016 – 10/2019**

- Embedded field research of for SMB hardware and software which led to successful overhaul of new customer experience. Sharply reduced churn and support contact rate. Improvement of NPS score by 30 points.
- In-lab and in-home usability studies of Ooma residential smart home products. Worked with product team to with iterative redesign of onboarding and user tutorials via documentation and companion apps. Took initiative to design more intuitive UI concepts & wireframes.
- Collaboration with a variety of stakeholders, evangelizing the UX process and improving the company's UX maturity.

**Apprentice Researcher | CITRIS Social Apps Lab, UC Berkeley** **01/2015 – 05/2016**

- Researched concepts and developed designs with engineers to ensure viability. Planned and moderated user testing for UI and UX. Created user personas to guide testing plans.

## Education

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**University of California, Berkeley** **2016**

BA, Anthropology

## Skills & abilities

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- Discovery research
- User interviews
- Usability testing (in-lab and on-site)
- Experience and journey mapping
- Heuristic evaluation
- Adobe XD & Figma
- Persona creation
- Prototyping and wireframing