

JOSH WILLIAMS

RESEARCH LEADER PRODUCT STRATEGIST

CONTACT

- 650-695-1894
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- San Francisco Bay Area

SKILLS

- People management and leadership
- Product, design, and UX research
- Marketing, consumer insights, and brand research
- Data science and quantitative UXR

EDUCATION

Indiana University

- Ph.D. Cognitive Neuroscience
- M.A. Speech & Hearing Sciences

University of Kansas

- B.A. Linguistics, Speech & Hearing

PATENTS

Computer-implemented tools and methods for determining optimal ear tip fitment

US 10,970,868
Granted April 6, 2021

Techniques for optimizing usage of an automatic drug delivery system

US 20220273873
Granted September 1, 2021

User interface displays for assisting in medical bolus calculation

Submitted

SUMMARY

Leading end-to-end product and marketing research in consumer, medical, and enterprise spaces for both hardware and digital products. Specializing in integrating mixed-methods research at a strategic level in order to drive innovation, create better human experiences, and improve business outcomes. Equipped to excel in leadership or high-level individual contributor roles – just eager to make a significant impact.

EXPERIENCE

Director, UX Research 01/2023 - present

Manager, UX Research and Operations 01/2022 - 01/2023

Indeed

- Responsible for a team of researchers and people managers supporting primary job seeker surfaces for the world's #1 job site and key initiatives and OKRs, including improving recommendation quality, engagement, growth and revenue. Highlighted outcomes:
 - Fixed 300+ broken experiences after conducting an end-to-end experience evaluation across our primary surfaces
 - Leveraged a collaboration between product science and research to iterate on a feature that increased billable applies by 3%
 - Ranking teams made an algorithm change based on mixed-methods research and A/B experimentation, which resulted in an 11% increase in revenue
- Collaborated cross-functionally with Product, Marketing, Strategy, Science, and Design teams to successfully conceive, develop, and launch multiple 0-to-1 products, leveraging comprehensive mixed-methods product and marketing research throughout the entire lifecycle
- Developed multiple product and UX visions, guidelines for product quality measurement and a site-wide quality monitoring platform, cognitive science-based frameworks, and other foundational/strategic research-led projects
- Created the first-ever research backend team to explore our machine learning models, platforms, and their effects on emergent user behavior and frontend product experiences

Sr. Manager, Head of Research and Operations 09/2021 - 01/2022

Manager, Head of Research 03/2020 - 09/2021

Insulet Corporation (Omnipod)

- Built an embedded research team and a research operations team to execute iterative design usability prototyping and testing, qualitative generative strategy research, and quantitative methods, including large-scale surveys, brand and CSAT surveys and product science collaboration
- Scaled research to support all product and medical teams, global customer experience, clinical onboarding, and marketing & brand research
- Scaled research globally into our EMEA markets
- Generated hundreds of atomic insights/recommendations with 86% actioned within 6 months
- Improved site usability by 60% from poor to excellent through rapid iterative testing
- Significantly reduced expected time to submission/market by de-risking the user experience prior to FDA submission

Product Highlights: [Omnipod 5](#), [Omnipod DASH](#), [Omnipod VIEW](#), [Omnipod Go](#)

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EXPERTISE



Adept at cultivating and leading high-performing teams, fostering a culture of excellence through rigorous standards while prioritizing psychological safety to maximize individual and collective potential

Expertly balances user-centric product development with business imperatives, adeptly addressing core user needs and business, viability, and value risks

Highly skilled in conducting, synthesizing, and triangulating insights throughout the product development lifecycle, employing mixed-methods product research, marketing research, and product science from concept inception to final delivery

REFERENCES

Polly Tandon

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More references available upon request

EXPERIENCE (continued)

UX Researcher

08/2019 - 03/2020

Amazon Web Services

- Led strategic and tactical user research in support of product management to help customers migrate from on-premise data centers to AWS, including exploring user needs, new feature resonance, and AWS Migration Hub usability
- Developed the UXR capability, including establishing processes and best practices and growing panel
- Mentored UX designers on the execution of their own tactical usability studies
- Established and reported recurring UX metrics for both customers and internal stakeholders

Product Highlights: [Migration Hub](#), [Application Discovery Service](#), [Server Migration Service/CloudEndure](#)

Lead User Researcher

12/2018 - 08/2019

Senior User Researcher

05/2017 - 12/2018

Bose

- Managed and led a team of user researchers to execute mixed-methods research projects in order to define product requirements and go-to-market strategies and launch several 0-to-1 products
- Sat on a cross-functional leadership team for our internal startup to create strategic and tactical research roadmaps across several programs in new product and experience categories
- Led internal development opportunities for junior staff on methods, statistical analyses, and coding
- Led the Quantitative UX Research tiger team to drive insights at scale
- Coordinated and oversaw vendors and external partners on outsourced user research activities
- Planned and carried out user-centered mixed methods research, including iterative research sprints, across the entire product lifecycle, from generative/formative to evaluative/summative
- Closely collaborated cross-functionally with design, hardware and software engineering, data science, consumer marketing, innovation insights, as well as other groups
- Led internal process and technology development and maintenance, including data storage and deliverable sharing, project management, and Bose User Research Panel
- Liaised with Legal, Information Security, and Data Governance to update internal User Research data management and privacy policies
- Trained UXR staff on data governance best practices, legal requirements, and privacy policies

Product Highlights: [Sport Open Earbuds](#), [Frames](#), [Bose AR](#), [NC700](#), [Sport Earbuds](#), [Smart Speaker 500](#)