

# COLIN MALCOLM

Senior UX Researcher · Mixed Methods · Behavioral Analytics · Enterprise  
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*Portfolio: In development · Research case studies available upon request*

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## SUMMARY

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Mixed-methods UX researcher with 5+ years driving measurable product outcomes at enterprise scale. At Verizon, led research programs across 5+ product teams that directly contributed to an 81% error rate reduction (0.27% to 0.05%), a 25% improvement in task completion time, and a 3-point NPS increase across 150+ product initiatives. Expert at translating behavioral analytics and qualitative findings into executive-ready insights that shape roadmap priorities. Proven builder of self-serve research infrastructure adopted by 10+ engineering, business, and design teams across a matrixed organization.

## RESEARCH SKILLS & TOOLS

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**Qualitative:** User Interviews, Moderated & Unmoderated Usability Testing, Think-Aloud, Diary Studies, Card Sorting, Journey Mapping, Persona Development, Affinity Diagramming, Focus Groups

**Quantitative:** Behavioral Analytics, Clickstream Analysis, Heatmaps, Session Replay, Funnel Analysis, A/B Testing, NPS, Error Rate Tracking, Task Completion Metrics, Survey Design & Analysis

**Platforms:** Contentsquare, Quantum Metric, Glassbox, Maze, Dovetail, UserTesting, Qualtrics, Figma, FigJam, Miro, Jira, Confluence

**AI-Assisted Research:** Claude, ChatGPT (synthesis & thematic coding), Dovetail AI, Notion AI

**Deliverables:** Research Frameworks & Roadmaps, Insight Repositories, Segment Templates, Journey Maps, Executive Presentations, Persona Libraries, Design Recommendations

## EXPERIENCE

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### Senior Digital Experience Analyst | Verizon

Jan 2024 - Jan 2026 · New York, NY

*Function: UX Research & Insights*

- Led mixed-methods research across 5+ enterprise product teams combining behavioral analytics (Contentsquare, Glassbox) with usability testing and interviews, driving an 81% error rate reduction (0.27% to 0.05%) and 3-point NPS lift across 150+ initiatives.
- Reduced average task completion time by 25% by diagnosing drop-off patterns through journey analysis and translating findings into developer-ready specifications that cut order fallout.
- Presented research findings and recommendations to Director and VP-level stakeholders weekly, influencing roadmap prioritization by connecting user behavior to business impact metrics.
- Managed 1,000+ Jira tickets across business and engineering teams, translating research findings into actionable stories integrated at every stage of the product cycle.
- Conducted WCAG 2.1 AA accessibility audits across 3 core consumer flows (New Customer, Upgrade, BYOD) and 11+ entry points within the Upgrade flow, delivering remediation roadmaps adopted by engineering teams.

### Research Operations

- Built a self-serve research infrastructure — 5 behavioral segments, heatmap configurations, and a centralized insight repository — adopted by 10+ engineering, business, and design teams as the go-to behavioral data reference across Verizon.
- Scaled research culture by training 30+ new hires on ContentSquare and Medallia, building org-wide fluency in VoC tools and behavioral analytics.

### UX Researcher | Verizon

Mar 2021 - Jan 2024 · New York, NY

- Drove a 3-point NPS increase (29 to 32) through generative and evaluative research on high-impact flows including BYOD and New Customer onboarding, surfacing pain points that shaped validated design stories.
- Authored 5 core behavioral segments and a source-of-truth flow documentation library adopted as the go-to research reference across 10+ Verizon engineering teams.
- Partnered with product managers and engineers across 5+ teams in agile ceremonies, ensuring user research was represented in sprint planning and roadmap discussions.
- Performed heuristic evaluation and QA validation across 10+ production flows, validating 116+ bi-weekly releases to ensure implemented designs matched prototypes and maintained usability standards.

**Frontend Engineer (Pre-Research Rotation) | Verizon** Dec 2020 - Mar 2021 · New York, NY

- 4-month pre-research engineering rotation at Verizon. Developed technical fluency in responsive UI and agile workflows that strengthened research-to-engineering collaboration throughout a subsequent 5-year research career.

**ADDITIONAL RESEARCH EXPERIENCE**

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*Independent research practice maintained during career transition — selected client engagements below.*

**UX Researcher & Designer (Contract) | Alessio's Cafe** Jan 2026 - Present · Hoboken & Weehawken, NJ

- Led end-to-end research for a checkout redesign across 10+ interviews and usability testing sessions; Quantum Metrics confirmed a 10% conversion lift and 25% task time reduction within the first month.

**UX Researcher & Designer (Contract) | Ray's Reliable Repairs** Nov 2025 - Dec 2025 · Goldsboro, NC

- Ran discovery-phase surveys and moderated usability testing to identify booking flow friction points; post-launch analysis confirmed a 6% improvement in lead conversion rate within 30 days of launch.

**Community Manager, Google Bulletin | Google via Synergis (Contract)** Prior · Greater New York City

- Designed and executed in-person research for a Google product team; an incentive-based data collection program increased participant engagement by 60%, with findings adopted by the Bulletin team.

**EDUCATION**

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**Software Engineering Immersive Fellow · General Assembly**

New York, NY

**B.S. Communications · East Carolina University**

Greenville, NC

**Generative AI Certified · Google Cloud**