



Senior UX Researcher

# Felix Bruckmeier

*Asking the right questions is crucial to identify the problem and build an effective solution.*

## EXPERIENCE

Total professional experience: 9+ years

### Strengths & Focus

**Approach:** Collaborative, pragmatic, resilient

**Expertise:** Lean UX, ResearchOps, Agile UX, Design Thinking

**Engagement:** Mentoring, UX democratization, community building

### Expertise

**Qualitative:** Contextual interviews, diary studies, usability testing, card sorting, eye-tracking, etc.

**Quantitative:** Surveys, MaxDiff, Conjoint, analytics, A/B testing, etc.

### Tools

**Testing & Analytics:** Maze, UserTesting, Mouseflow, etc.

**Design & Collaboration:** Figma, Miro

**Survey & Quant Tools:** Qualtrics, Adobe, SPSS/R, etc.

### Supported by

- [ResearchOps Community](#)
- [Experience Leadership Club](#)

### Education

Master of Science - MS  
Economics 2011 - 2014  
University of Augsburg

Bachelor of Science - BS  
Economics 2008 - 2011  
University of Augsburg

### Contact

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UXR Portfolio:

<https://sites.google.com/view/felix-bruckmeier/start>

## UX Research Consultant (Freelance) (2023 – present)

### Key Responsibilities

- Optimized UX and analytics for an Etsy-based webshop → improved customer journey & conversion.
- Ran small-scale user tests and experiments → informed product presentation & pricing.

## ATOSS Software SE ( January 2025 - May 2025 )

### Key Responsibilities as UX Research Lead

- Scaled UX Research via ResearchOps (RITE, Office Hours, trainings) → 30% faster test cycles.
- Ran MaxDiff with 250+ users → data-driven prioritization of Workforce Mgmt.

## Zooplus SE ( Juli 2022 - December 2024 )

### Key Responsibilities as UX Research Lead

- Established ResearchOps structures (check-ins, lean UX & Agile UX framework) → expanded research coverage to 70% of projects.
- Delivered feature prioritization via Conjoint & surveys (>1,000 customers).
- Partnered with CX/Analytics → accelerated resolution of key pain points.
- Mentored teams in research → raised UX maturity across org.

## Swiss Life AG ( May 2020 - June 2022 )

### Key Responsibilities as UX Research Lead

- Drove B2B2C research as Epic Owner in SAFE → informed 3 new product features.
- Facilitated 3+ stakeholder workshops → aligned on user-driven innovation.
- Advanced ResearchOps & DesignOps → UX maturity improved from “Emerging”

## Kaiser X Labs GmbH, A subsidiary of Allianz ( August 2018 - April 2020)

### Key Responsibilities as UX Researcher

- Conducted mixed-methods studies (interviews, surveys, MaxDiff) → clear feature prioritization.
- Contextual research with ADAC consultants → exposed flaws in legacy sales tool, enabled redesign.

## empiricom GmbH und Co.KG ( February 2016 - July 2018 )

### Key Responsibilities as Consultant User-Centered-Design

- Led 50+ usability tests (A/B, Useability testing, mouse-tracking, etc.) → reduced checkout drop-off by 18% in specific.
- Created Usability Index KPI → enabled ongoing measurement of UX quality.