



Lead UX Researcher

# Felix Bruckmeier

## EXPERIENCE

*Total professional experience: 9+ years*

Strong background in end-to-end mixed-method UX research, ResearchOps, and evidence-driven product strategy. Skilled in leading discovery, concept validation, and iterative evaluation across multiple product domains. Proven track record in scaling research functions, aligning cross-functional teams, and mentoring teams toward higher UX maturity.

## Research Leadership

- UX Research strategy & roadmapping
- Priorisierung & Discovery-Scoping
- Stakeholder-Alignment
- Workshops & facilitation
- Coaching, Mentoring, UX Maturity

## Methods

- Foundational Research: Interviews, Contextual Inquiry, Diary Studies, JTBD, Focus Groups
- Concept & Strategy: Co-creation Workshops, Design Workshops
- Quantitative (Attitudinal): Surveys, MaxDiff, Conjoint Analysis, KANO; preference modeling
- Evaluative Research: Usability Testing Heuristic Evaluations, Expert Reviews
- Information Architecture: Card Sorting (open/closed), Tree Testing
- Quantitative (Behavioral): Analytics (behavior tracking), A/B Testing

## Frameworks

- Agile UX, SAFe, Lean UX
- Design Thinking, ResearchOps, DesignOps

## Tools

- Figma, Miro, Notion
- Maze, UserTesting, Mouseflow, hotjar
- Qualtrics, SurveyMonkey, Rogator,
- Optimal Workshop, Dovetail
- Adobe analytics, SPSS / R

## Supported by

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

## Education

- M.Sc. & B.Sc. Economics  
University of Augsburg (2008–2014)

## Contact

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🌐 <https://felixbruckmeier.github.io/>

## Experience

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

### Lead UX Researcher

- Led ResearchOps initiatives (RITE, Office Hours, trainings) to successfully scale UX research, resulting in faster test cycles.
- Conducted mixed-method UX research in agile and cross-functional teams across two product development streams.
- Executed Quantitative Preference Modeling for design concepts.

**Zooplus SE** ( July 2022 - December 2024 )

### Lead UX Researcher

- Expanded research coverage to 70% of projects via established ResearchOps structures (Templates, Tool Management, GDPR, Training Programs, etc.)
- Conducted quantitative and qualitative UX research studies across three product development streams.
- Raised UX maturity across the organization by mentoring teams in UX research.

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

### Lead UX Researcher

- As SAFe Epic Owner, led B2B2C quantitative and qualitative UX research initiatives, directly informing the development of 3 key product features.
- Improved UX maturity across the organization through the successful implementation of ResearchOps and DesignOps initiatives.
- Facilitated 3+ cross-functional stakeholder workshops to achieve clear alignment and shared vision for major product initiatives.

**Kaiser X Labs GmbH, a subsidiary of Allianz** ( August 2018 - April 2020 )

### UX Researcher

- Supported the development of a Insurance Consultant Hub within an agile team, utilizing mixed-methods UX research to guide feature definition.
- Led a Design Thinking approach with ADAC consultants, identifying critical flaws in the legacy sales tool and enabling a successful redesign initiative.
- Led foundational UX research prior to the market launch of a Robo-Advisor, defining core user requirements for investments and identifying USPs.

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

### Consultant User-Centered-Design

- Directed 50+ usability studies (A/B testing, user testing, mouse-tracking), leading to an 18% reduction in checkout drop-off rates on key pages.
- Developed a proprietary Usability Index (KPI) to establish and enable the ongoing quantitative measurement of UX quality.