James Myers

james.myers@usd.edu | they/them | Seattle, WA

Mixed methods researcher who bridges quantitative rigor with qualitative depth. I turn ambiguous research questions into decisions: persona frameworks that product teams actually use, eye tracking programs that scale org-wide, and statistical models that predict real outcomes. 5+ years leading UX research at Cigna for specialty pharmacy products serving 500K+ members.

EXPERIENCE

Cigna

Senior Mixed Methods Researcher | Remote | July 2019 - Present

- Own research strategy for specialty pharmacy digital products, aligning studies to quarterly OKRs and translating findings into product roadmap priorities
- Created behavioral persona framework using Latent Profile Analysis that replaced outdated demographic segments; adopted across product, design, and content teams
- Led 200+ moderated usability sessions identifying critical friction points in medication adherence workflows for 500K+ specialty pharmacy members
- Built eye tracking capability from zero: procured equipment, developed protocols, trained researchers — now standard practice for high-stakes interfaces
- Pioneered LLM integration for research operations, automating thematic coding and synthesis to accelerate time-to-insight

Microsoft

UX Researcher | Redmond, WA | April 2018 - June 2019

- Identified mobile navigation issues through moderated usability studies that directly influenced Power BI mobile roadmap (20M+ users)
- Designed behavioral telemetry framework adopted by engineering for feature usage measurement
- Created pain point prioritization visualization from employee experience survey data, surfacing workspace distractions as top intervention target
- Built R-based reporting automation that reduced analyst time from 40 hours/week to 10 hours/week

D2 (Documents & Design)

Mixed Methods Researcher | North Sioux City, SD | September 2015 - August 2017

- Led UX research program that drove redesign reducing returned TV profit losses by $88M annually
- Managed cross-cultural research across North American, European, and Asian markets
- Built ARIMA time series models that predicted product metric trends, enabling proactive resource allocation
- Led cross-functional team implementing Android tablet setup application from requirements through launch

University of South Dakota

UX Research Assistant | Vermillion, SD | September 2012 - September 2015

- Led accessibility study on branding legibility under simulated low vision conditions
- Researched perception of wait times under different loading indicators

Teaching Assistant September 2010 - September 2012

- Taught R to doctoral students (ANOVA, linear regression)
- Taught statistics to undergraduate students

SKILLS

Research Methods: Usability Testing, A/B Testing, Eye Tracking, Surveys, Journey Mapping, Personas, Contextual Inquiry, Heuristic Evaluation

Analysis: Latent Profile Analysis, ARIMA Forecasting, Factor Analysis, Sentiment Analysis, Telemetry Analysis, Statistical Modeling

Tools: R, Python, SQL (Kusto/KQL), Qualtrics, UserZoom, Tobii Eye Tracking, Figma, Tableau, Power BI, Adobe Analytics, Databricks

Domain: Healthcare (Specialty Pharmacy), Enterprise Software, Consumer Electronics

AI & Automation: LLM API Integration, Workflow Automation, Python Scripting

EDUCATION

University of South Dakota Vermillion, SD

Ph.D. Human Factors Psychology (Defense: March 2026) — Dissertation: How users retain information from business intelligence dashboards (EEG, eye tracking, mixed methods)

M.A. Human Factors Psychology, 2015

Bradley University Peoria, IL

B.S. Psychology and Religious Studies