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# Garrett C. Millar

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Accomplished Senior UX Researcher with 10 years of experience in elevating software usability and enhancing developer workflows. Specializing in the integration of user-centric design within software development processes, I have a proven track record of implementing data-driven strategies that bridge the gap between user needs and product functionality. With a keen insight into software developers' workflows, I have effectively led cross-functional teams towards creating intuitive and impactful user experiences that drive business growth and product excellence.

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## WORK EXPERIENCE

**Senior UX Researcher • Zuora** **Jan 2022 - Feb 2024**

- Led the transformation and instrumentation of company-wide user data analytics on multiple platforms—**Amplitude, Hotjar, Qualtrics**. Resulted in a substantial enhancement of product engineering's focus on user data integration throughout product development cycles.
- Created and implemented a research repository in **Airtable** from scratch, where previously lacking research practices were transformed into a robust system for integrating customer and research data. This boosted team efficiency by facilitating the delivery of actionable research insights to researchers, designers, and product managers.
- Supervised, coached, and instructed a team comprising designers and product managers in conducting user research, leading to enhanced product experiences and heightened customer satisfaction levels.

**UX Researcher • Lenovo** **Jan 2021 - Jan 2022**

- Provided efficient and timely execution of customer-focused research projects, leading to valuable insights for product improvement.
- Identified and tracked customer satisfaction levels across the eComm division and other web- focused teams, resulting in measurable improvements to user experience.
- Designed inclusive UX research roadmaps that led to customer insights & impacted feature direction.

**UX Researcher • NC State's Center for Geospatial Analytics** **Jan 2016 - Jan 2021**

- Developed, planned, and managed participatory workshops to understand and resolve user needs encountered during use of mapping systems and technologies.
  - Directed design efforts for prototyping and development of web-mapping interfaces through mockups and front-end coding.
  - Created and conducted program evaluation research efforts for after-school STEM learning experiences.
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## EDUCATION

**Doctor of Philosophy (Ph.D.) — Human Factors & Applied Cognition | Geospatial Analytics** **2016 - 2021**  
North Carolina State University

**Bachelor of Arts (B.A.) — Psychology** **2012 - 2016**  
North Carolina State University

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## SKILLS

### Industry Knowledge

Cognitive Science, Customer Analytics, Customer Profiling, Data Analysis, Data Collection, Data Visualization, Design Thinking, Experimental Design, Human Computer Interaction, Human Factors and Ergonomics, Interaction Design, Online Survey, Product Design, Product Development, Product Improvement, Program Analysis, Project Analysis, Psychology, Qualitative Research, Quantitative And Qualitative Data, Quantitative Research, Research, Software Development, Task Analysis, Usability Testing, User Interface Design, User Research

### Tools & Technologies

Adobe Creative Suite, Adobe Photoshop, Cascading Style Sheet, Front End Web Development, Google Workspace, Hypertext Markup Language, JavaScript, MongoDB, Python, Qualtrics Software, SPSS, UserZoom

### Leadership Skills

Communication, Cross Functional Skills, Innovation, Mentoring, Public Speaking, Storytelling, Teaching, Team Leading, Teamwork, Time Management

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