

# Lucas Rizoli

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*An effective User Experience Researcher & Designer with years of experience generating insights and motivating change to better products and processes. Advocate for the users on web, mobile, and in entertainment software projects, small and large; collaborator across disciplines and organizations to achieve success within and without.*

## Selected Experience

### Design Researcher, RBC (Royal Bank of Canada) 2021 – Present

- Conducted generative and evaluative research of digital banking experiences.
- Generated wireframes and functional prototypes in Figma.
- Worked closely with designers, writers, business analysts, programmers to improve client experiences as well as internal processes and documentation.

### UX Research Project Manager, Ubisoft Toronto 2016 – 2020

- Directed UX research for multi-million-dollar software titles *Starlink: Battle for Atlas* and *Far Cry 6* in all aspects: needs-gathering, strategy, schedule, budget, methodology, recruitment, and reporting.
- Championed users, working closely with experts, design, art, and production to exceed existing standards. Advocated for accessibility, leading early feature design and requirements.
- Worked with business, marketing, direction, and more to identify goals and opportunities.
- Developed new research methodologies and processes to address stakeholders' needs: generative and evaluative studies, user journeys, narrative tests, wayfinding, testing with children, toy ergonomics.
- Built processes, templates, and documentation to make work clearer, faster, more effective.
- Coached analysts, moderators, and designers on UX, reporting, and usability to improve study and report quality, to communicate clearly, build rapport, manage time and expectations.
- Organized in-depth summary studies and discussions of existing research to address design needs early. Facilitated post-study action on research insights; integrated changing needs into research plans.
- Coordinated UX research and development across many teams in studios across the world. Furthered access & understanding of UX research across the organization.

2014 – 2016

### UX Research Analyst, Ubisoft Toronto

- Conducted over a hundred studies, often from planning, design, recruitment, technical set-up, to analysis and reporting. Produced results with direct and sizable impacts on many products.
- Analyzed and synthesized insights from a variety of qualitative and quantitative data from telemetry, video, eye-tracking, individual and group interviews, questionnaires, and more.
- Ran usability studies, think-aloud, heuristic evaluations, cognitive walkthroughs, card sorts, focus groups, qualitative coding, RITE, appreciation studies and many more.

- Established new and improved standards and tools for reporting, statistical analyses, prioritization, and KPIs. Helped improve research processes with experience, research, coaching, and iteration.
- Trained many across the organization on user-centred design and research processes.
- Worked with developers and production to plan work, further tests, and long-term goals.
- Consulted with designers and researchers to better understand users and their needs, to prototype and test iteratively, and to use existing knowledge to maximize effectiveness of their work.
- Analyst for more than 25 software titles and franchises for PlayStation/Xbox/Switch, PC, and mobile phones, including *Assassin's Creed*, *Watch Dogs*, *Far Cry*, *The Crew*, *The Division*, *Super Mario + Rabbids*, *Ghost Recon*, *South Park*, *Care Bears*, and various unannounced titles.

**Developer/Analyst, Massive Insights** 2013 – 2014

- Prepared, synthesized, visualized, and analyzed large data using Tableau, Excel, and Python.

**Web Developer, University of Toronto Scarborough** 2012 – 2013

- Worked with staff, faculty, and students to organize an information architecture to meet institutional and user needs.
- Introduced and integrated new coding practices and tools to better consistency and productivity.

**Web & Mobile App Developer, LoyaltyOne** 2011 – 2012

- Designed, developed, and debugged mobile apps from UX to APIs, integrating various teams.
- Researched, experimented, and reported on new technology and practices to make recommendations and determine product strategy.
- Developed websites with HTML, CSS/SASS, JavaScript, PHP, JSP.

## Education

**MSc in Computer Science, University of British Columbia, Vancouver** 2006 – 2010

- Thesis project: A multimedia interface for facilitating comparisons of opinions. Published and presented at the International Conference on Intelligent User Interfaces, 2009.
- Courses included HCI/UI, Natural Language Processing, Information Visualization, Data Mining, Machine Learning, Scientific Journalism, Semantics (Linguistics), and English Grammar.
- Teaching Assistant for courses on Human-Computer Interaction and Computing Ethics & Society.

**BCmp (Honours) in Cognitive Science, Queen's University, Kingston** 2002 – 2006

## Activities

- User Research Mentor, IGDA Games Research and User Experience Special Interest Group
- Co-founder of both Undistinguished Lecture Series at UBC and Perch Lecture Group (Toronto)
- Clear, capable, and confident speaker.