Lucas Rizoli

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Selected Experience

User Research Project Manager, Ubisoft Toronto — *2016 – October 2020*

- Oversaw user research for triple-A titles *Starlink: Battle for Atlas* and, currently, *Far Cry 6* in all aspects: needs-gathering, strategy, schedule, budget, methodology, and reporting.
- Developed new research methodologies and processes to address stakeholders' needs: fast reporting, character and narrative tests, wayfinding, testing with children, toy ergonomics.
- Built processes, templates, and documentation to make work clearer, faster, more effective.
- Championed players and accessibility, working closely with experts, design, art, and production to exceed existing standards. Worked to further understanding and uses of user research.
- Coached analysts, moderators, and designers on UX, reporting, and usability to improve playtest and report quality, to communicate clearly, build rapport, manage time and expectations.
- Worked with business, marketing, and analytics to identify shared goals and opportunities.

User Research Analyst, Ubisoft Toronto — *2014 – 2016*

- Conducted playtests from planning, design, recruitment, technical set-up, analysis, and reporting. Worked with production to plan work to be done, further tests, and long-term goals.
- Analyst for many titles and franchises for consoles, PC, and mobile phones, including *Assassin's Creed*, *Watch Dogs*, *Far Cry*, *The Crew*, *The Division*, *Ghost Recon*, *Mario + Rabbids Kingdom Battle*, *South Park*, *Care Bears Belly Match*, and unannounced titles.
- Ran usability studies, interviews, questionnaire studies, heuristic evaluations, cognitive walkthroughs, card sorts, focus groups, RITE, appreciation studies, and more.
- Collaborated closely with user researchers to establish standards and tools for reporting, statistical analyses, issue prioritization, and questionnaires; trained others on these standards.
- Collaborated with a wide variety of teams and projects in-person and across the globe.

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

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

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

- Introduced and improved methods and coding tools to better align team and website goals.

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

- Used analytics and server logs to study behavior, track effects of changes to websites and mobile apps.
- Designed, developed, and debugged mobile apps from UX to APIs with various teams.
- Wrote technical and business requirements, bug reports, unit tests, technical documentation, wireframes, and mock-ups for varied audiences.

Education

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

- Teaching Assistant for courses on Human–Computer Interaction and Computing Ethics & Society.
- Thesis project: A multimedia interface for facilitating comparisons of opinions. Published and presented at the International Conference on Intelligent User Interfaces, 2009.

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

Activities

- User Research Mentor, IGDA Games Research and User Experience SIG
- Enjoys creating and delivering presentations.
- Speaker & co-founder of both Undistinguished Lecture Series at UBC and Perch (Toronto)