

JAMES MACIUKENAS, PH.D.

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PROFESSIONAL SUMMARY

Qualitative UX researcher with experience in mixed-methods working for large tech-industry leaders including Google and Amazon. Conducted foundational and generative research developing products within the LLM, voice-mode LLM, digital assistant, search, ads, and trust and safety spaces. UX-informed web design and development for universities and non-profit organizations. Eager to research the questions that will help decision-makers enrich the experiences of users. View case studies: maciukenas.github.io/ux

"James regularly delivered insights that were strongly appreciated by cross-functional stakeholders and influenced key product directions for our topic areas." –Blake Bennett, Senior UX Researcher for Gemini at Google

"[James's] blend of expertise, leadership, and client-centric focus makes him an invaluable asset to any organization fortunate enough to have him on board." – Erika Spear, Ph.D., Research Manager at AnswerLab

EXPERIENCE

UX Researcher, BCS Resources, Remote & In-person, August 2024-Present

- Designed and deployed surveys collecting quant and qual data for Google's voice-mode LLM Gemini Live from thousands of participants exploring multi-lingual conversational and UX features culminating in feature improvements featured in two Superbowl commercials.
- Participated in research agency strategic development to standardize onboarding and provide structure for client/UXR expectations.

UX Researcher, AnswerLab, Chicago, IL & Remote, March 2022- March 2024

- Conducted a pivotal research initiative focused on the pre- and post-launch phases of a major tech industry leader's generative AI LLM.
- Experienced in multiple methodologies including in-depth interviews, user testing, A/B testing, journey-mapping, surveys, and diary studies to inform product development decisions for generative AI, digital assistant, search, and internal ad sales tools.
- Led foundational and iterative research for cross-functional domestic and international teams optimizing AI-driven features.

Web Developer, Indiana University-Bloomington, IN, 2019-2022

- Built accessible and user-friendly web applications that met UX and organization-defined design system standards.
- Swiftly transitioned processes online for the School of Public Health, mitigating pandemic challenges and ensuring service continuity.

Web Developer and Designer, Illinois Institute of Technology, Chicago, IL, 2005-2019

- Led UX web development using A/B testing, market research, and analytics to guide stakeholders, resulting in a 40% increase in engagement and contributing to the college's first 7-figure donation.
- Designed and implemented a comprehensive design system, unifying the college's visual identity across online, print, and physical platforms, resulting in increased brand clarity and consistency.

Instructor, Illinois Institute of Technology, Chicago, IL, 2006-Present

- Designed and delivered curriculum on Public Engagement for Scientists; empowered 600+ students to effectively communicate complex scientific data, enhancing their ability to present research to diverse audiences and stakeholders.

VOLUNTEER EXPERIENCE

- Technical Advisor | Ordinary People International, NFP | Chicago, IL, 2011-Present
- Technical Advisor | Evanston AYSO (Community youth soccer) | Evanston, IL, 2015-2019

EDUCATION

- Ph.D., Technical Communication | Illinois Institute of Technology, Chicago, IL, May 2013
- M.S., Technical Communication and Information Design | Illinois Institute of Technology, Chicago, IL, May 2007
- B.F.A., Industrial Design | University of Illinois, Urbana-Champaign, May 1993

Strengths

Expert research skills, with a deep understanding of user needs; Excellent communication and moderation skills; Effective in high-pressure environments; Skilled in data analysis and visualization; Collaborative and supportive team player; Strong leadership and client-centric focus; Proactive emergent tools integration; Training & mentoring.

Skills

Remote & in-person user testing, UX writing, In-depth interviews, Survey development & deployment, Diary studies, Competitive analysis, Journey mapping, Analysis & reporting, Insight development, Client communications, Multimedia storytelling, Wireframing, Storyboarding, Data visualization, Web development, Design thinking

Tools

Adobe Creative Cloud: Illustrator, Photoshop, InDesign; Google Workspace: Sheets, Docs, Slides; Microsoft 365: Excel, Word, PowerPoint; Mural; dscout; Qualtrics; Figma; HTML & CSS; WordPress; Squarespace; Salesforce; Slack