

JAMES MACIUKENAS, PH.D.

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Transforming user experiences through research: Seeking a Senior UX Research role where I can leverage my expertise in mixed methods, Ph.D.-honed quantitative skills, and passion for generative AI to drive business growth and UX excellence. With a unique blend of research fluency, technical savvy, and web development background, I empower stakeholders to make data-driven design decisions and cultivate trust through human-centered solutions.

EXPERIENCE

UX Researcher | AnswerLab | Chicago, IL & Remote

2022-2024

- Conducted in-depth user research for leading tech companies, applied expertise in user-centered design to generative AI, search, digital assistants, and internal ad sales tools.
- In over 50 studies in 2 years, I provided understanding of user needs and behaviors through qualitative rapid research methodologies gathering data to uncover insights for informing product development decisions.
- Conducted foundational and directional research for a top tech industry client to identify opportunities, develop implementation plans, and optimize AI-driven features for maximum user impact.
- Contributed to the development of best practices for generative AI usage within the company through leadership in the Emerging Tech Taskforce.

"[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

Web Developer | Indiana University-Bloomington, IN

2019-2022

- Developed responsive UX standards-based web applications.
- Maintained and enforced accessibility requirements for web applications.

Web Developer and Designer | Illinois Institute of Technology, Chicago, IL

2005-2019

- Communicate student and faculty efforts through websites, newsletters, articles, and event marketing for prospective student, peer, alumni, and industry audiences.
- Led UX efforts based on A/B testing, analytics analysis to guide stakeholders to implement content strategies based on enrollment and fundraising goals. Efforts contributed to 40% increase in website engagement and first 7-figure donation to the college.

Adjunct Instructor | Illinois Institute of Technology, Chicago, IL

2006-Present

- Courses taught: Technical Communication, Document Design, Usability, Public Engagement for Scientists where coursework inspires data science, health physics, applied math, and other students to craft compelling narratives based on communication and design fundamentals.
- A Public Engagement for Scientists student project won Alan Alda's 2015 Flame Challenge, an international science communication competition judged by 11 year old's from around the world.

VOLUNTEER EXPERIENCE

Technical Advisor | Ordinary People International, NFP | Chicago, IL

2011-Present

- Maintain and develop web presence.
- Developed print and online content to promote community development efforts.
- Advise and support social media campaigns.

Technical Advisor & Assistant Coach | Evanston AYSO (Community youth soccer organization) | Evanston, IL

2015-2019

- Website management and technical support for parents and administrators.

EDUCATION

Doctor of Philosophy in Technical Communication | Illinois Institute of Technology, Chicago, IL

May 2013

- Thesis: Toward Usability Guidelines for Single-window Web Interfaces
- Award of Excellence—Technical Art: Informational Materials Design. Society for Technical Communication, Chicago. Annual Communications Competition. (2008, 2009)
- Award of Merit—Technical Publications: Promotional Materials. Society for Technical Communication, Chicago. Annual Communications Competition. (2008)
- Teaching assistantship

Master of Science in Technical Communication and Information Design | Illinois Institute of Technology, Chicago, IL

May 2007

- Thesis: Toward a Digital Humanities Course: Open-Source Software for Rapid Content Transition
- Teaching assistantship

Graduate Certificate in Digital Technologies in Design Art Practice | Concordia University, Montreal, QC

May 2005

- Centre Interuniversitaire des Arts Médiatiques (CIAM) Graduate Certificate Student Research Funding Award, Concordia University, Montreal, Quebec. (2004-2005)

Bachelor of Fine Arts in Industrial Design | University of Illinois, Urbana-Champaign

May 1993

SELECTED PUBLICATIONS

- **Maciukenas, J.** (2011). Print objects. In Riley, K. & Mackiewicz, J. (Eds.), *Visual composing: Document design for print and digital media* (pp. 228-235). Upper Saddle River, NJ: Pearson.
- **Maciukenas, J.** & Riley, K. (2007). "Toward a feature system for analyzing dynamic web interfaces." *Proceedings of the 2007 International Professional Communication Conference*, IEEE Professional Communication Society.
- **Maciukenas, J.** (2006). "Sketching a grand order: Sketching a link between conceptualizing and realizing internet structure," *Proceedings of the IEEE Conference on the Convergence of Technology and Professional Communication*, Saratoga Springs, NY, pp. 326-334.

SKILLS

- Qualitative rapid & embedded research
- Remote & in-person research
- UX writing
 - Research plan development
 - Moderator script
 - EOD messaging
 - Topline reporting
 - Full reporting (slide deck, document)
- In-depth interviews
- Survey development, deployment, & analysis
- Diary studies
- Competitive analysis
- Journey mapping
- Analysis & reporting
- Insight development
- Discussion facilitation
- Client communications
- Familiar with mixed methods
- Multimedia storytelling
- Data visualization
- Web development (front-end)
- Digital & print design
- Science communication

TOOLS

- Analytics
- Adobe Creative Cloud
 - Indesign
 - Illustrator
 - Photoshop
 - Dreamweaver
- Microsoft 365
- Mural
- dscout
- HTML & CSS
- CMS systems
- Salesforce
- Qualtrics
- Mailchimp

PERSONAL SKILLS

- Strong organizational skills
- Effective multi-tasking
- Attention to detail
- Interpersonal & collaborative
- Self-motivation
- Effective at learning new & emerging tools
- Remote & in-person work

IN CLOSING

“James regularly delivered insights that were strongly appreciated by cross-functional stakeholders and influenced key product directions for our topic areas.” –Blake Bennett, Senior User Experience Researcher for Gemini (Bard) at Google