Sylvain Duhau-Marmon

Cognitive Engineer, UX Specialist

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Rigorous methods and reliable measures are key to designing beautiful interfaces and intuitive features.

Experience

UX Researcher

BlueKanGo, Research & Development team

January, 2024 - Present │ Rennes, France

- **From zero to one:** Pioneering a user research repository, user-centered design processes and methods, as the very first UX Researcher at BlueKanGo. Recruiting a broad range of participants to form a voluntary user panel. Conducting remote and in-person studies with end users and high-profile clients. Carrying out competitor benchmarks on crucial features with the Product Marketing team. Collaborating with a UX Designer and Front-End Developers to create a design system, documenting an exhaustive inventory of components and interaction patterns.
- **Metrics for a code rewrite:** Investigating user needs and pain points for the latest code rewrite. Planning long-term UX goals and establishing relevant metrics to measure incremental progress.
- **Multi-platform accessibility:** Animating workshops to educate internal teams on best practices for accessibility design. Auditing both the desktop and mobile apps with the RGAA method (compliant with the WCAG 2.1 at Level AA).

OCUS, Product team

November, 2021 - September, 2022 │ Paris, France

- Built a systemic framework for user research by implementing continuous data collection on three separate web-based platforms. Laid out the foundation for consistent and reliable user insights.
- Analyzed the photographer onboarding journey, from registration to completing their first shoot, taking into account cultural differences in 120+ different countries. Conducted a cross-analysis of web analytics data and interviews with local photographers and Operations Managers. Produced a comprehensive statistical report for the project stakeholders.
- Enabled cross-functional squads comprised of Product Managers, Designers and Developers to make strategic decisions during six-week design sprints.

UX Research Trainee

University of Luxembourg, Human-Computer Interaction group

April, 2019 - October, 2019 │ Esch-sur-Alzette, Luxembourg

- Led a study from end to end about the applicability and validity of generic user experience scales (AtrrakDiff, UEQ, meCUE). Conducted 30+ cognitive interviews in 3 weeks and evaluated the psychometric properties of these scales in different contexts of use.
- Supported research initiatives on user experience challenges related to computer-based assessment, collaborative learning spaces, security & privacy, concept mapping, and digital cultural heritage.

Education

Master of Science in Cognitive Engineering

Bordeaux Institute of Technology, École Nationale Supérieure de Cognitique

2019 │ Bordeaux, France

- Multidisciplinary degree at the crossroad of Cognitive Sciences, Human Factors, Human-Computer Interaction, and Software Engineering.
- Graduated with honors as salutatorian, out of 76 students.
- Studied abroad at the University of California, Merced, in Fall 2018, with a 4.00 GPA.
- Completed the two-year preparatory program in Mathematics and Physics in 2016.

Skills

Research

Scales, Surveys, Interviews, Statistical analysis and reporting, UX strategy and metrics, User testing and observation, A/B Testing, Personas, Focus groups, Card Sorting, Information architecture, Competitor analysis

Design

Interaction design, Human factors, Ergonomics, Experience mapping, User flows, Design systems, Prototypes, Wireframes

Programming

Object-Oriented, Web, Event-driven, Database management, AI, Mobile

Tools

Research

Hotjar, Google Analytics, Mixpanel, R, SPSS, Python (Pandas, NumPy), SAS, Typeform, Tally

Design

Figma, Axure, Miro, Balsamiq, Canva

Product Management

Notion, Airtable, Jira, Salesforce, G Suite, Office

Others

Awards

- IdEx Academic Scholarship, 2018
- NATO Science and Technology Organization medal recipient for IST-157 & 160 "Human considerations in AI for C2" & "Big Data and AI for Military Decision Making", 2017
- Athlete of the year, Anglet, France, 2013

Interests

- Worked as a Chess Educator, 2023
- Applied Monte-Carlo Tree Search algorithms on board games during an Internship at the LAMSADE, Paris, France, 2016

Languages

- Fluent in English and French
- Conversational in Japanese and Spanish