

Sylvain Duhau-Marmon

Cognitive Engineer, UX Specialist

sylvain.duhau.marmon@gmail.com <https://sdmarmon.github.io>

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 research methods, as the very first UX Researcher at BlueKanGo. Recruiting a broad range of users to form a voluntary user panel. Collaborating with a UX Designer and Front-End Developers to construct 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. Carrying out competitor benchmarks on some crucial features with the Product Marketing team. Planning long-term UX goals and establishing relevant metrics to measure incremental progress.
- **Evangelism:** Animating workshops and presentations to educate teams on user research methods and best design practices, creating internal advocates for user-centered design processes.

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 (AttrakDiff, 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 in the program.
- 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, SAS, Typeform, Tally, LimeSurvey

Design

Figma, Axure, Miro, Balsamiq, Canva

Product Management

Notion, Airtable, Trello, Slack, G Suite, Office

Others

Awards

- IdEx Academic Scholarship, 2018
- NATO Science and Technology Organization Collaboration Support Office medal recipient, 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