M. Noah Ward

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UX Research & Strategy Leader

UX research and strategy leader combining qualitative and mixed-methods research with deep experience in discovery, complex workflows and product research to uncover user needs, align teams and shape product direction.

METHODS

Customer Discovery | User Interviews | Contextual Inquiry | Task Analysis | Generative Research | Mixed Methods | Surveys | Usability Testing | Concept Testing | Journey Mapping | Personas | Workshops

TOOLS

Dovetail | Microsoft Copilot | Ethnio | Figma | Miro | Qualtrics | UserTesting | UserZoom

EXPERIENCE

Mayo Clinic

Senior Experience Design Researcher

NOVEMBER 2021 - PRESENT

- Led contextual research with call center employees and managers, mapping complex workflows and needs to inform enterprise software implementation planning through personas, journey maps and foundational reports.
- Led a mixed-methods study of the patient care journey, combining in-depth interviews with a survey sent to 6,000 patients (550 responses), informing senior leadership on needs and experience gaps across research, treatment and post-care experiences.
- Led end-to-end research on Mayo Clinic's online care request experience for new patients, uncovering gaps in expectations, accessibility and comprehension that informed design, usability and content improvements.
- Led a large-scale, multi-campus research program spanning app, kiosk, tablet and in-person check-in, combining patient and employee research to establish an enterprise baseline and guide self-service technology priorities.
- Led discovery for a proposed employee app, synthesizing interviews and prior research to identify workforce needs and challenge assumptions about where mobile solutions fit.

Angi/HomeAdvisor

UX Research Lead

MARCH 2021 - NOVEMBER 2021

- Managed two UX researchers while leading hands-on research across Angi's two-sided homeowner and service professional marketplace.
- Led generative mobile app research to uncover unmet needs, assess product value and explore potential features, helping the product team identify and prioritize new opportunities based on

customer value.
- Researched service professionals using Angi to grow their businesses, identifying underserved work types and opportunities to expand marketplace offerings and recruit pros.
- Conducted competitive and consumer research on acquisition experiences, identifying information, search, cost guidance and educational content consumers valued most.

Director of UX Research

SEPTEMBER 2019 - FEBRUARY 2021

- Overhauled research workflows and analysis practices, tripling research output and cutting report delivery time in half while maintaining detailed, actionable findings.
- Increased the visibility and strategic influence of UX research across the organization, driving greater research demand and use of discovery research in early-stage product decision making.
- Managed two UX researchers while personally completing 40+ studies addressing homeowner and service professional needs.
- Designed a rapid research model later adapted for self-service use, launching UserZoom with templates and guidance that enabled product and design partners to conduct research.

Director of User Experience

JANUARY 2016 - AUGUST 2019

- Led a team that grew from 5 to 10 UX designers and researchers, overseeing hiring, coaching, performance management and design quality while advocating for UX across the organization.
- Facilitated cross-functional design studios to build customer empathy and shared ownership of solutions across product and business teams.
- Partnered with product leaders to roadmap design and research needs, prioritize work and allocate team resources.
- Maintained hands-on product design work, including a multi-provider quote request and conversion flow to improve homeowner completion and increase service professional leads.

Earlier UX & Product Experience

- **Senior User Experience Designer** — HomeAdvisor | 2012–2015
  UX design, prototyping, independently led usability research, and management of junior and mid-level designers.
- **UX Designer / Product Manager & Graphic Designer** — HomeAdvisor | 2007–2012
  UX and product design across homeowner and service professional experiences.
- **Product Manager & Graphic Designer** — ResortQuest | 2001–2007
  Product management and design for a consumer vacation rental marketplace, balancing traveler booking experiences with the needs of property owners and managers.

EDUCATION & CERTIFICATIONS

Nielsen Norman Group — *UX Certificate, UX Research Specialty*
University of Colorado at Colorado Springs — *Bachelor of Science in Business Administration*