**Michael Barrus, PhD**

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**About**

My research focus is on foundational and iterative work in ambiguous problem spaces where user research can help drive strategy and make early-stage contributions to product development. I take pride in cultivating strong cross-functional relationships throughout the research lifecycle, and helping teams develop great products.

**Experience**

**UX Researcher**, Google. *(2020 - 2023)*

* Conducted generative and evaluative research studies for the Google Stadia games platform that identified user needs, drove strategic planning, and supported critical product launches.
* Mixed methods approach that employed usability testing, heuristic evaluations, survey design, interviews, journey mapping, statistics, A/B testing and logs analysis as needed. Tools used include Figma, R, SQL and Qualtrics.
* Research insights lead to the adoption of high level strategic goals, validated new products, and supported changes to existing products that improved user satisfaction, increased task completion, increased user retention, and improved conversion rates. Collaborated with product management, engineering, data analysts, designers and executive leadership.

**User Experience Researcher,** Squirrel Systems. *(2019 - 2020)*

* Led research and design of a suite of B2B visualization and analysis tools for Squirrel’s restaurant management SaaS product.
* Employed qualitative and quantitative research methods to identify user segments, their needs and scope business requirements. Used insights from foundational work to stand up cross functional workshops that resulted in user-centered product roadmap that guided development.
* Conducted field studies and contextual inquiry, tested usability of existing products, designed Tableau and PowerBI prototypes, reported usability and research results to stakeholders and executive leadership, and evangelized the value of adopting a user-centric product development strategy.

**User Experience Researcher,** Fisheries and Oceans Canada. *(Full time 2017 - 2019, part time 2019 - 2021****)***

* Led research and design of visualization and analysis tools that facilitate federal fisheries management planning process. Developed visualization tools that improved data accessibility for stakeholders, reduced support requests, and led to increased cross functional collaboration between biologists and management.
* Conducted research studies and usability testing to assess analysis practices, identify users and hierarchy of needs, propose and execute experiments, and assess usability of data visualization and analysis tools. Designed and developed Tableau and R-Shiny based data visualization tools.

**Education**

May 2019 **Ph.D., Psychology,** University of British Columbia**,**

September 2014 **M.A., Psychology**, University of British Columbia

December 2010 **B.A., Psychology,** University of California, San Diego