

Delbert Kent Marsh II

User Experience Researcher

Crossville, TN 38558 | delmarsh2@gmail.com | 503.830.3417 | LinkedIn: linkedin.com/in/delbert-marsh-a16982

SUMMARY:

I didn't fall into UX - I built a career around it from day one. Backed by Bachelors and Masters degrees in Applied Psychology and over 25 years in UX research, I specialize in uncovering the deeper stories behind behavior and translating them into actionable insights. My work is rooted in helping teams make confident, research informed decisions - building technology that fits naturally into real life.

EXPERIENCE:

Senior User Researcher – NBC/Universal/Versant | Remote Nov 2025 – Present

- Leading strategic user research across a portfolio of B2C, golf-centered digital products to establish a shared, holistic understanding of the end-to-end user experience
- Driving foundational and generative research to shape future product strategy, including opportunities for AI and personalization aligned to evolving golfer expectations

Staff User Researcher – Chewy.com | Bellevue, WA Dec 2022 – Jul 2025

- Led research to uncover emotional and logistical reasons for customer lapse, shaping re-engagement strategies
- Studied how pet parents use technology to build confidence, establishing the app as a trusted daily companion
- Explored trust/value perceptions of Chewy+ to improve subscription engagement and retention
- Supported personalization initiatives by identifying user motivations and behavioral cues

Senior Qualitative UX Research Lead – Meta Platforms / Facebook | Remote Jul 2021 – Oct 2022

- Directed generative research into future consumer AR/VR use cases to guide Metaverse strategy
- Partnered with cross-functional teams to explore meaningful real-world integrations of immersive tech
- Contributed to roadmap alignment by translating emerging user expectations into actionable product opportunities
- Researched AI/ML research workflows to improve internal research-to-production pipelines

Senior UX Researcher II – Amazon | Seattle, WA Jan 2020 – Jun 2021

- Led international research to explore budgeting and transaction behaviors across cultures
- Partnered with design/product to envision culturally attuned digital payment experiences
- Managed a \$2M research budget and vendor partnerships to execute global initiatives
- Developed systems for scaling insight delivery and tracking product influence

Senior UX Researcher II Lead – Uber | San Francisco, CA Jun 2018 – Nov 2019

- Led SMB-focused research across US, UK, Brazil, and Australia, influencing a pivot from enterprise to SMB strategy
- Identified new product opportunities to serve business riders more effectively
- Directed research into medical and accessibility-related transportation

Principal UX Analyst – Amgen | Thousand Oaks, CA Jan 2014 – Jan 2018

- Led research into oncology patient journeys, reframing experience strategy from drug-delivery to patient-centered
- Supported cross-functional tools, mobile apps, and medical devices with patient and clinician research
- Drove research that informed development and integration of Artificial Intelligence, Augmented Reality, and Big Data visualization into pharmaceutical research and development workflows, and launched Amgen's UXR apprentice program

UX Research Director, North America – Nokia | Calabasas, CA Apr 2010 – Feb 2012

- Defined UX research strategy for NA markets, supporting design and development of mobile phones, tablets, and peripherals
- Led a team of UX researchers and collaborated with global counterparts to align regional insights with product roadmaps
- Established and operationalized a competitive benchmarking program to assess device UX and inform innovation opportunities
- Advocated for research across design teams and executive leadership, driving UX awareness and integration into product planning

Senior UX Researcher – Intel | Hillsboro, OR Dec 1999 – Apr 2010

- Led foundational and exploratory UX research across a wide range of domains, including medical devices, mobile computing, wearables, AR/VR, gaming, and emerging interactions. Conducted generative research to define future usage visions and behavioral models for technologies years ahead of market adoption including small form factor computing, and streaming media
- Supervised and mentored a rotating team of up to 8 UX researchers and contract staff, fostering research quality, continuity, and innovation across projects

CONSULTING / CONTRACT EXPERIENCE:

Additional UX Research and Human Factors roles across IBM (02-2012 to 01-2014), Lockheed (08-2007 to 03-2008), Navistar (05-1999 to 12-1999), Rockwell (09-1998 to 05-1999), NASA (05-1997 to 08-1997), and FAA (05-1995 to 08-1995; 01-1996 to 08-1996). Work spans enterprise systems, vehicle interfaces (land, air, space), and human performance in high-stakes environments. Duties included persona development, contextual research, ergonomic evaluation, and usability testing for both internal tools and mission-critical systems

EDUCATION:

Master of Science – 1998

Applied Psychology, Human Factors
Clemson University, Clemson, SC

Bachelor of Science – 1995

Applied Psychology, Human Factors
Florida Institute of Technology, Melbourne, FL

SKILLS:

- Generative, formative, and summative user research
- Research design and methodology
- Qualitative research: interviews, focus groups, contextual inquiry, diary studies, ethnographic observation, field intercepts, participatory design
- Quantitative research: surveys, A/B testing, benchmark studies, card sorting
- Usability testing: lab, field, and remote
- Heuristic evaluation and competitive analysis
- Persona development, journey mapping, usage scenarios, storyboards, user flows
- Design thinking workshops, ideation sessions, and co-creation practices
- User requirements, use cases, user stories, and interaction specifications
- Strategic visioning and research roadmap development
- UX integration in Agile and cross-functional environments
- Mentorship & Research Leadership to guide junior UX researchers and designers to elevate quality and foster team growth
- Stakeholder engagement and cross-functional alignment
- Vendor management and oversight
- UX evangelism and internal education

TOOLS & PLATFORMS:

- **Survey & Research Tools:** dscout, UserTesting, Qualtrics, SurveyMonkey, Google Forms, Microsoft Forms, Optimal Workshop
- **Usability Testing & Logging:** UserTesting, UserZoom, Ovo Studios
- **Research Repositories & Insight Analysis:** Dovetail, Marvin, SharePoint/OneDrive, Google Drive, Microsoft Excel, Google Sheets
- **Collaboration & Whiteboarding:** Lucidchart, Lucid Spark, Google Workspace (Docs, Slides), Microsoft Office (Word, PowerPoint)
- **Design & Prototyping:** Figma, InVision, Balsamiq (used in reviewer and testing roles)
- **Visual Annotation & Concepting:** PaintShop Pro (convey design concepts and recommendations)
- **Video Editing & Highlight Creation:** QuickTime, dscout, UserTesting (research clips and highlight reels); limited Adobe Premiere
- **Communication & Scheduling:** Outlook, Gmail, Google Calendar
- **AI & Messaging Support:** ChatGPT (used for refining synthesis and stakeholder messaging), User Testing / dscout / Marvin

MY RESEARCH PHILOSOPHY:

Research finds good stories, and good stories reveal memorable experiences, and memorable experiences have this innate ability to change the way in which we interact with our world.