Marc Richler

UX Design and Research Leader

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SUMMARY OF QUALIFICATIONS

- **Unifying leader** with experience integrating diverse UX disciplines such as research, design, content design, accessibility, and translation, fostering seamless collaboration and uniting teams as a cohesive, high-performing unit.
- **Effective communicator** with record of driving organizational change through collaboration and stakeholder engagement
- **Big-picture, user-centred thinker** with proven success in implementing strategic UX initiatives and driving the growth and development of UX teams
- **Expert storyteller and presenter** as a result of 15+ yrs of professional acting/hosting experience

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WORK EXPERIENCE

CIBC, Toronto, ON

Head of UX Research Operations | March 2023 - April 2023

- Held the role of Head of UX Research Operations on the Frontline User Experience (FLUX) team with objectives including:
  - Oversee and optimize UX ResearchOps to enable UX Researchers to plan, conduct, and apply quality, user-centred research at scale for a myriad of initiatives across the organization
  - Standardize research methods, improve research participant recruitment, ensure research ethics, educate stakeholders, procure tools, manage research insights, and socialize success stories
- Selected for this role based on strong skillset and potential, recognized by managers and directors, to grow and excel in these areas

UX Team Lead | April 2022 - March 2023

- Led a diverse team of 10+ UX professionals, specializing in various disciplines such as UX Research, UX Design, UX Content Design, UX Accessibility, and UX Translation to deliver user-centred solutions for a major CRM tool development project leveraging Salesforce
- Managed resource allocation and protected team bandwidth across Agile pods, while growing the UX team by over 400% from 2 UX Researchers to 10+ multidisciplinary professionals
- Fostered collaboration with cross-functional stakeholders such as Directors, Product Owners, Business System Analysts, Scrum Masters, Agile Coaches, People Change Management experts, Release Train Engineers, Business Analysts, Developers, etc., to align UX strategy with business objectives
- Navigated a complex project environment, establishing a strong UX presence and transforming the perception of UX from a "rubber stamp" to an integral part of the project lifecycle
- Implemented a full-fledged UX process, integrating UX Research into product development and facilitating collaboration internally among UX team, and externally with stakeholders and vendors for the creation of mock-ups, wireframes, editorial content, and French translation all while pushing an agenda of Web Content Accessibility Guidelines (WCAG) adherence
- Advocated for and initiated many UX strategic initiatives, including but not limited to the development of a design and editorial component library using out-of-the-box Salesforce components, the creation of a scalable UX workflow framework, and the establishment of a project-level UX backlog

UX Research Lead + UX/UI Designer | May 2021 - April 2022
- Promoted to UXR Lead role and oversaw research planning, execution, and analysis, ensuring quality and actionable insights
- Championed a human-centred, empathy-driven approach to ECRM's UX Research by involving users and stakeholders in various methods and techniques such as scenario-based usability tests, primary user interviews, persona creation workshops, etc., emphasizing the importance of understanding the tool's end-users to guide business and design decisions

Senior Analyst, User Experience | May 2020 - May 2021
- As 1 of 2 UX resources initially involved in the launch of a new org-wide Salesforce CRM application ("ECRM") across CIBC, we spearheaded the formulation, integration, and implementation of a human-centred UX approach within the existing workflow of a longstanding project

UX Researcher + Designer | September 2019 - May 2020
- Facilitated user research interviews, developed personas, journey maps, & storyboards, designed wireframes, mockups, & prototypes, conducted usability testing, etc
- As the only UX research & design resource on a 6-month project, I advocated for user-centred design methodologies, gaining stakeholder buy-in, and devising and executing this approach

User Experience Analyst | January 2019 - September 2019
- Facilitated design thinking workshops and discovery sessions for an innovation team

EDUCATION

Brainstation, Toronto, ON
Certificate, User Experience Design; 2018

Dalhousie University, Halifax, NS
Bachelor of Arts, Honours in Theatre; 2007

SKILLS

- Team Leadership and Management
- Team Building and Collaboration
- Team Growth and Development
- UX Discipline Integration (UXR, Design, Content, Accessibility, etc)
- UX Project Planning and Management

- UX Strategy Generation and Delegation
- Stakeholder Engagement and Management
- Resource Allocation
- Generative and Evaluative UX Research and Analysis (Qual and Quant)
- User Persona Development

- User Journey/Experience Mapping
- Communication, Storytelling and Presentation
- UX Design (concept sketching, wireframing, prototyping)
- User-Centred Design Thinking
- Design Thinking Workshop Facilitation

REFERENCES

Gabriela Loureiro
CIBC | Sr. Manager, UX Research and Strategy
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Aurélie Hani-Gingras
CIBC | Sr. Manager, UX Content
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