

PHILIP SADDEN

Lead UX Researcher

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Summary

Dynamic UX Researcher with expertise in qualitative and quantitative methodologies, delivering actionable insights that drive product enhancements and improve user satisfaction. Proven ability to collaborate with cross-functional teams, advocate for user-centered design, and implement research strategies that yield measurable results. Adept at identifying user pain points, influencing stakeholders, and aligning research findings with business goals to create impactful experiences.

Professional Experience

Willis Towers Watson

Lead UX Researcher

Tampa, United States

02/2018 - Present

- Directed user research initiatives for the Via Benefits platform, improving customer satisfaction from 62% to 77% through actionable insights and design enhancements.
- Partnered with executive leadership to prioritize user research initiatives, ensuring alignment with business goals and user needs.
- Championed user-centered practices by mentoring team members and fostering collaboration with cross-functional teams.
- Delivered research insights that informed key improvements, such as an enhanced plan comparison tool and streamlined reimbursement processes.
- Example Project** - *Ford Member Experience Research* - Conducted surveys and interviews with over 800 participants to identify pain points in enrollment and usability, driving changes that increased Net Promoter Scores by +8 for Medicare members and +11 for Pre-Medicare members.
- Example Project** - *Funding Claims Post-Submission Research*: Designed a mixed-method study to identify challenges in claims submission, leading to improved claim status communication and reduced call center dependence.

British American Tobacco

Product Experience Researcher

Auckland, New Zealand

03/2014 - 02/2016

- Conducted sensory evaluations and user testing to refine innovative tobacco technologies, enhancing consumer satisfaction and product differentiation.
- Delivered actionable insights from focus groups and surveys, supporting successful product launches.
- Collaborated with cross-functional teams to align research findings with product strategies, boosting market share.
- Example Project** - *New Technology Research – Filter Capsules and Innovative Filters*: Evaluated consumer acceptance of filter capsule technology, providing recommendations that informed product development strategies in a highly regulated market.
- Example Project** - *Taste Migration Research – Premium Brands*: Analyzed consumer perceptions of taste profile migrations for brands like Dunhill, ensuring brand loyalty and a seamless transition.

Auckland Transport

Insights Analyst

Auckland, New Zealand

10/2010 - 03/2014

- Conducted comprehensive market research and primary research projects, generating actionable insights to inform strategic initiatives and policy decisions.
- Summarized findings in executive reports, leveraging advanced survey and panel management software to optimize research processes.
- Delivered data-driven recommendations that improved public transport services, enhanced safety infrastructure, and increased community engagement.
- Example Project** - *Travelwise Program Research*: Conducted surveys with teachers, students, and parents, informing infrastructure improvements and the development of walking school bus initiatives and optimized bus routes.
- Example Project** - *Public Safety Campaigns Research*: Evaluated the effectiveness of campaigns such as "Buckle Up" and "Sober Driver," using behavioral analysis to improve road safety initiatives.

Colmar Brunton

Research Project Manager

Auckland, New Zealand

05/2008 - 10/2010

- Managed large-scale research projects for clients such as Johnson & Johnson and Coca-Cola, leveraging data analysis to inform marketing strategies.
- Designed and executed mixed-method studies to optimize ad messaging and improve alignment with consumer expectations.
- Consistently delivered high-quality insights, securing repeat engagements and driving client satisfaction.
- Example Project** - *Advertising Effectiveness Research – Johnson & Johnson (Compeed Cold Sore)*: Conducted mixed-method studies to analyze ad performance, identifying areas for improvement in emotional resonance and message clarity.
- Example Project** - *Consumer Insights Research – Coca-Cola*: Analyzed beverage consumer preferences across demographics, providing insights that informed product positioning and marketing efforts.

Volunteering

Georgeff Soccer Foundation

Volunteer Coach

2022 - 2024

- Organized and managed team participation in matches and tournaments.
- Mentored players to build confidence, discipline, and a passion for the sport.

Hi Five Beach Tennis

Support Staff

2021 - 2023

- Assisted in planning and running community events aimed at making beach tennis accessible to children from diverse backgrounds.
- Helped build a sense of community by encouraging sportsmanship and collaboration among young players.

Auckland Foundation (formerly Auckland Communities Foundation)

Marketing Support Volunteer

2010 - 2011

- Supported the Auckland Foundation, a charitable organization connecting donors with initiatives in education, health, environment, arts, and social services.
- Assisted with marketing campaigns to raise awareness of the foundation's mission and impact.
- Coordinated outreach efforts to engage donors and promote fundraising events.
- Created newsletters, brochures, and website content to showcase the foundation's work and achievements.

Education

University of New Hampshire

Online

Master of Business Administration

06/2024 - Present

- Pursuing an MBA with a focus on advanced business strategies, leadership, and analytical skills.
- Developing expertise in areas such as product and service strategy, customer value, team management, and organizational performance, with an emphasis on practical applications and real-world case studies to drive business growth and innovation.

University of Otago

Dunedin, New Zealand

Bachelor of Commerce

02/2003 - 05/2007

- Completed an in-depth program covering essential marketing principles and applications, including market research, brand management, digital marketing, consumer behavior, and strategic marketing.
- Gained practical skills and insights into brand strategy, consumer analysis, and competitive planning for real-world marketing environments.

Training / Courses

Introduction to Psychology — Yale University

UX Design Immersive — General Assembly

User Experience Research — MeasuringU

UX Design Certificate — Google

Google Analytics Certificate — Google

Digital Marketing Certificate — New Zealand Marketing Association

Skills

UX Research • Usability Testing • A/B Testing • Survey Design • User Interviews • Mixed Methods Research • Qualitative • Quantitative • Focus Groups

Data Analysis • SQL • Google Analytics • Mixpanel • SurveyMonkey • Qualtrics • Excel • Adobe Suite • Miro • Calendly

Business Strategy • Strategic Planning • Research Strategy • Customer-Centric Solutions

Vendor Management • Cross-Cultural Research • Inclusive Design • Accessibility Research

Journey Mapping • Persona Development • Information Architecture • Heuristic Evaluation • Behavioral Analytics • AI-assisted Research