

Marc Richler

UX Research & Design Lead

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SUMMARY OF QUALIFICATIONS

- **Versatile UX Professional:** Extensive experience across UX research, product design (UX/UI), service design, and design thinking workshop facilitation, with the ability to excel in both individual contributor and/or leadership roles. Proven success introducing and embedding human-centred design practices within organizations
- **Strategic Mixed-Methods UX Researcher:** Skilled in qualitative and quantitative, generative and evaluative, moderated and unmoderated, AI-assisted and traditional research (e.g. user interviews, concept tests, usability tests, surveys, contextual inquiries, persona/journey mapping development, etc.), delivering actionable insights and artifacts that inform product strategies and design decisions
- **Proven Product Designer:** Seasoned in UX/UI design, with hands-on experience in wireframing, prototyping, animating, interaction design, and design system use, ensuring products meet user needs while aligning with business objectives
- **Expert in Design Thinking:** Deep expertise in creating, facilitating, and scaling design thinking workshops for internal and external teams, driving alignment on product strategies, enabling collaboration, and fostering a user-centred mindset

WORK EXPERIENCE

CIBC, Toronto, ON (Contract-Hybrid)

UX Research Lead | March 2025-June 2026

- Led UX research across 10+ projects focused on improving frontline employee and client experiences, including enterprise banking transformation initiatives such as digital check-in experiences, virtual appointment workflows, investment transfer modernization, financial goal-planning, digital document management, student lending, etc.
- Responsibly leveraged AI to enhance, accelerate & scale research planning, synthesis, analysis, & report/artifact creation, applying critical judgment & human oversight to ensure quality, accuracy, priority, & actionability of insights
- Created and facilitated design thinking workshops with users and stakeholders across product, design, business, and frontline teams to support human-centred product decisions and cross-functional alignment
- Evolved static frontline employee personas into more dynamic and interactive artifacts informed by stakeholder interviews and collaborative workshops, improving stakeholder engagement and shared understanding across teams
- Contributed to UX research socialization initiatives, producing short-form video content designed to help champion UXR work and promote user-centred thinking across the organization

FIS, United States (Contract-Remote)

Sr. UX Researcher | December 2023-December 2024

- Pioneered the practice and adoption of Design Thinking workshops within FIS's Digital Banking team and facilitated 10+ alignment sessions that boosted stakeholder engagement and enabled clients to voice perspectives and pain points effectively.
- Spearheaded UX research studies for multiple products, providing critical insights into user behaviours, pain points, and motivations. This work informed product roadmaps and supported key decision-making for product teams by emphasizing user needs and actionable insights
- Led innovative recruitment strategies to overcome barriers in accessing end users, leveraging external panels and collaborations with client banks. Developed effective recruitment screeners and guides that ensured a representative and engaged participant pool for studies, directly contributing to research validity and actionable outcomes
- Delivered impactful insights across various high-priority user journeys within FIS's digital banking suite, including payments, navigation, reporting, mobile, integrations, enrolment & authentication, etc

CIBC, Toronto, ON

UX Team Lead, ECRM Project | April 2022 - May 2023

- Led UX efforts to deliver user-centred solutions for a new org-wide, SaaS-based Salesforce CRM tool—“ECRM”—contributing as a Team Lead, UX Researcher, and Product Designer, on a team we grew more than 400% from just 2 UX professionals to a diverse group of 10+ specialists (across disciplines like UX Research, UX/UI Design, Content Design, Accessibility, and Translation)
- Optimized key CRM user flows through research-informed design recommendations, including one flow that reduced extra user actions by 90% — from 10 actions to 1 click — and cut task time by approximately 75 seconds
- Identified accessibility and bilingual experience gaps through UX research, prompting onboarding of Accessibility and Translation specialists and increasing inclusive user-story coverage from roughly 5% to 100%, ensuring adherence to WCAG and bilingual standards
- Conducted stakeholder interviews that secured buy-in to expand UX work phases from 1–2 days to 3–6 weeks, enabling deeper research, stronger design outputs, and a more research-informed delivery approach

UX Research Lead + Product Designer, ECRM Project | May 2021 - April 2022

- Promoted to UXR Lead role and oversaw research planning, execution, and analysis, ensuring both business and UX/UI design decisions were informed by quality and actionable insights
- Led qualitative usability research with 30 participants over 4 weeks to support consolidation of features from 8 platforms into one centralized CRM system, reducing platforms required to complete key tasks by 85%
- Collaborated with product team as both a UX Researcher and UX Designer delivering 8 major epics in a demanding 6-month timeline, bringing ECRM to launch

UX Researcher + UX/UI Designer | September 2019 - May 2021

- As one of 2 UX resources on an innovation team, I facilitated user research interviews, developed personas, journey maps, & storyboards, designed wireframes, mockups, & prototypes, conducted usability testing, etc

User Experience Analyst | January 2019 - September 2019

- Conducted design thinking workshops, discovery sessions, Product Design, and UX Research for an innovation team

EDUCATION

Brainstation, Toronto, ON

Design Leadership Course; 2023

User Experience Design Course; 2018

Dalhousie University, Halifax, NS

Bachelor of Arts, Honours in Theatre; 2007

SKILLS

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| • Design Thinking Workshop Facilitation | • User Persona Development | • Stakeholder Engagement and Management |
| • UX Research (user interviews, concept tests, usability tests, surveys, contextual inquiries, diary studies, etc.) | • User Journey/Experience Mapping | • UX Project Planning and Management |
| • Mixed-Methods Skillset (qual and quant, moderated and unmoderated, generative and evaluative, behavioural and attitudinal, AI-supported and traditional) | • Card Sorting, A/B Testing, Affinity Mapping | • Team Mentorship |
| • UX/UI Design (concept sketching, wireframing, prototyping) | • User-Centred Design Thinking | • UX Discipline Integration (UXR, Design, Content, Accessibility, etc) |
| | • Design System Use and Contribution | • UX Strategy Generation and Delegation |
| | • Communication, Video Production, Storytelling and Presentation | |
| | • Proficient in UX tools such as Figma, Maze, Miro, Mural, UserZoom, UserTesting, UserInterviews, Optimal Workshop | |

REFERENCES

Gabriela Reis

CIBC | Sr. Manager, UX Research and Strategy

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Tim Priebe

FIS | Manager, UX Design & Usability

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