

Remi Ibekwe

Senior UX Researcher · Mixed-Methods · Research Strategy · AI-Assisted Research

Nashville, TN · Open to Relocation · rvibekwe@gmail.com · 832-801-2801 · [linkedin.com/in/remiibekwe](https://www.linkedin.com/in/remiibekwe)

PROFESSIONAL SUMMARY

Senior UX Researcher leading mixed-methods research across enterprise, B2B, and consumer products. Experienced in generative, formative, and evaluative research, competitive analysis, usability testing, contextual inquiry, and customer-centered product strategy. Partner with Product, Design, and Engineering to translate user insights into product decisions from discovery through delivery. Leverage AI-assisted workflows to accelerate research while maintaining rigor and delivering actionable insights.

RESEARCH IMPACT

Selected outcomes from research-informed product and business decisions:

- 25% increase in proposal acceptance rate and 15% reduction in sales cycle time through research connecting user needs, partner expectations, and product feasibility across enterprise partnerships
- 30% faster task completion and 20% higher task accuracy for 1,000+ field technicians after leading usability testing and workflow research for internal operational tools
- 18% reduction in lost inventory through research-informed workflow and interaction improvements
- 20% increase in training effectiveness by applying user research and performance analysis to learning design for 700+ employees

PROFESSIONAL EXPERIENCE

UX Researcher, New Partner Growth | 2022 – Present

Asurion · Nashville, TN

- Own research strategy for New Partner Growth, defining the highest-priority questions and appropriate methods before product and partner direction is set, working independently across ambiguous, fast-moving initiatives
- Lead end-to-end mixed-methods research across enterprise partnerships and pilot launches: stakeholder intake, planning, interviews, usability testing, concept validation, synthesis, and recommendation development
- Serve as strategic thought partner to product, design, engineering, sales, and strategy leaders, influencing prioritization across 4 enterprise partnerships and 2 pilot launches by connecting user needs, partner expectations, feasibility, and business goals
- Use AI-assisted workflows to accelerate research planning, transcript review, thematic synthesis, and reporting across simultaneous initiatives while maintaining interpretive rigor and scaling output
- Partner with product, strategy, and analytics stakeholders to interpret qualitative and quantitative signals, translating research findings into clear product and business recommendations for executives and cross-functional teams
- Develop reusable research frameworks, discussion guides, synthesis structures, and insight templates while mentoring cross-functional partners on research planning, synthesis, and insight communication

Product Designer, Field App | 2020 – 2022

Asurion · Nashville, TN

- Designed and iterated on internal tools supporting 1,000+ field technicians, translating complex operational workflows into clearer, faster task experiences through embedded research and iterative design cycles
- Led usability testing, workflow analysis, and contextual inquiry that directly reduced task completion time by 30% and increased task accuracy by 20%
- Conducted research across multi-touch digital workflows including app-based task completion, inventory processes, and field service actions, with particular depth in operational and workflow tool environments
- Partnered with product managers and engineers to translate research findings into shipped product improvements, including an 18% reduction in lost inventory

UX Researcher | Mastercard Client Project | 2021 – 2022

Mastercard · Remote

- Conducted UX research for a B2B financial services platform, informing redesign of core user journeys, platform workflows, and decision-support experiences across international markets
- Led remote usability testing, click-testing, and co-design sessions to evaluate user needs and workflow gaps across complex enterprise experiences
- Synthesized findings into prioritized recommendations that helped product and design teams navigate competing platform constraints

Learning & Development Specialist | 2013 – 2020

Asurion · Houston, TX

- Applied research, evaluation, and performance analysis methods to improve training content and delivery, contributing to a 20% increase in training effectiveness
- Designed and delivered user-centered learning programs for 700+ employees, translating behavioral insights and operational goals into scalable experiences

CORE RESEARCH COMPETENCIES

Research Methods: Interviews · Usability Testing · Contextual Inquiry · Diary Studies · Concept Testing · Surveys · Click Testing · Co-design · Competitive analysis · Journey mapping

AI-Assisted Workflows: Research planning, transcript review, synthesis, insight structuring, and reporting

Research Practice: Research Strategy & Planning · Discovery Framing · Roadmap Influence · Insight Communication · Executive Storytelling · Stakeholder Alignment · Practice Building · Mentorship

Product Contexts: Enterprise Tools · B2B Platforms · Consumer-facing Digital Products · Operational & Workflow Systems · Field Service Technology

PROFESSIONAL DEVELOPMENT

Zero to UX Research Bootcamp – 20-week immersive UX research program featuring a **Mastercard client project**

Designlab – UX Academy

AI for User Research

User Experience Research and Design Specialization (Coursera)