Marguerite Delacroix

Principal UX Researcher

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PROFILE SUMMARY

- **Principal UX Researcher** with **13 years** in consumer products and financial services, currently leading research for the savings and current account journeys at a UK building society.
- Works across **Qualtrics** survey programs, moderated studies in **UserTesting**, analysis in **R** and a shared **Dovetail** repository used by researchers, designers and product owners.
- Strong in **research strategy**, **segmentation and MaxDiff studies** and **vulnerable-customer research** that gives the business evidence for FCA Consumer Duty reporting.
- Partners with product directors, risk and compliance teams and the customer experience team, and sets research priorities with them every quarter.
- Mentors **4 senior researchers**, chairs the research ethics review and wrote the method standards that every study in the savings area follows.

TECHNICAL SKILLS

Qualitative Methods:	User interviews, Contextual inquiry, Field studies, Co-design workshops
Usability & Evaluation Methods:	Moderated usability testing, Benchmark studies, Heuristic evaluation, SUS
Survey & Statistical Methods:	Survey design, MaxDiff, Conjoint analysis, Regression, R
Research & Testing Platforms:	Qualtrics, UserTesting, Lookback, Optimal Workshop
Product Analytics & Experiments:	SQL, A/B test design, Adobe Analytics
Synthesis & Repository Tools:	Dovetail, Thematic analysis, Journey maps, Personas
ResearchOps & Accessibility:	Participant recruiting, WCAG 2.2, Screen reader testing, Consent and GDPR

EDUCATION

University College London — **Ph.D. in Human-Computer Interaction** — London, UK · Sep 2009 to Jun 2013

University of Edinburgh — **M.Sc. in Cognitive Science** — Edinburgh, UK · Sep 2008 to Aug 2009

WORK EXPERIENCE

Nationwide Building Society — Principal UX Researcher — London, UK · Jan 2018 to Present

- Set the research strategy for savings and current accounts with 3 product directors, raising the share of studies run before any design work from **20% to 55%** in 2 years.
- Lead the vulnerable-customer research program with **120** participants, including people with sight loss, dementia or money worries, which feeds the FCA Consumer Duty reports.
- Designed a segmentation survey of **8,000** members with MaxDiff and regression in R, and its 5 segments have shaped the digital savings roadmap for 2 years running.
- Set up a member research panel with consent tracking and an ethics review step, and studies per quarter in the savings area rose from **14 to 38** with no new hires.
- Present findings to the retail product board each quarter, and the board dropped **2** planned savings features after co-design sessions showed members didn't want them.

Just Eat — UX Researcher to Senior UX Researcher — London, UK · Sep 2013 to Dec 2017

- Led field research with couriers and restaurant staff in 4 UK cities, which reshaped the order handover screens in the courier app and cut courier churn by **16%**.
- Ran fortnightly usability tests on the consumer app checkout, and the fixes from 2 years of testing raised checkout completion by **7%**.
- Wrote the consumer, courier and restaurant personas from 3 years of interviews, and **6** product teams used them to plan their roadmaps.