Johann Sebastian Merto

UX Researcher

WORK EXPERIENCE

Sprinklr

UX Researcher

July 2023 - Present

- Spearheaded the initial feedback collection from 7 clients and 22 participants on Sprinklr's newly launched AI features. This project informed the strategic development of subsequent AI functionalities, aligning with user feedback and needs.
- Analyzed over 20 client interviews involving more than 40 participants to identify major usability challenges across Sprinklr's product lines due to lack of integration. This review of workflows and use cases significantly influenced roadmap strategies to improve product interoperability and integrate AI enhancements.
- Spearheaded a comprehensive competitive analysis that informed the development of text-to-image AI capabilities.
- Demonstrated leadership by mentoring new team members, providing feedback on SLT and ELT UXR presentations, and collaborating with executives including the VP of Design, SVP of Engineering, and VP of Product Management on cross-functional AI projects.

Spruce Holdings

UX Researcher

March 2022 - March 2023

- Led design of Spruce's Escrow initiative, conducting research (20+ hours) to improve usability within fees/escrow workflow. Iterated on high-fidelity prototypes based on usability testing (17+ hours), achieving a 92/100 system usability score and 70-second reduction in task times.
- Redesigned Spruce's clearance process workflow based on diary studies/interviews. Prototyped, conducted usability testing, resulting in an 89/100 system usability score and task times of 3:15.
- Collaborated with product managers to optimize cross-functional relationships and establish a design feedback process, improving team efficiency and product outcomes.

AppGrooves

UX Researcher

March 2021 - March 2022

- Elevated AppGrooves' website experience and increased sign-up rate by 2% and coupon redemption rate by 50% through usability testing, focus groups, and surveys in alignment with strategic business goals.
- Built AppGrooves' research operations from the ground up (recruitment, platforms, data management). Created a research repository for enhanced visibility and a streamlined recruitment system, increasing participants by 40% and reducing recruitment time by 25%.

SKILLS

Research Methodologies

Usability testing, focus groups, surveys, contextual inquiries, user personas, card sorting, task analysis, A/B testing, diary studies, competitor analysis, user interviews, experience mapping, user journey mapping, empathy mapping

Research Operations

User strategy, stakeholder management, research design, research repository management, study recruitment, incentive management, data collection, organization, analysis, and reporting, ethical research practices

Product Design

Design thinking, user flow mapping, wireframing, prototyping, information architecture, Figma, Sketch, InVision, HTML, CSS, JavaScript, responsive web design, mobile app design, design systems implementation

RECOMMENDATIONS

"Johann has made a significant impact on our AI research efforts at Sprinklr, pioneering innovative solutions to our most challenging UX obstacles. I've witnessed him spearhead major initiatives, excel in people management, and provide invaluable internal education across various departments and teams."

- Nadiah Fry (UX Researcher at Sprinklr)

"I've had the pleasure of collaborating closely with and learning from Johann, and I wholeheartedly recommend him as a top-tier UX Researcher. One of the most impressive qualities about Johann is his ability to quickly grasp complex concepts and adapt to new situations.

- Corie Wilson (UX Researcher at Sprinklr)

"Johann easily developed a great rapport with users and stakeholders, was a great collaborator with the design and product teams, and helped facilitate seamless handoffs for engineering teams."

- Marianna Caparelli (Product Designer at Spruce)

"His charm, charisma and empathetic approach to listening to others created a comforting environment for our users to provide honest feedback in a relaxed atmosphere. His attention to detail in presenting observations and solutions as the voice for our users helped drive our overall product growth."

- Kyle Garzia (Product Designer at AppGrooves)

EDUCATION

San Francisco State University

Bachelors of Science in Kinesiology • 2010 - 2015