

DAN MOON

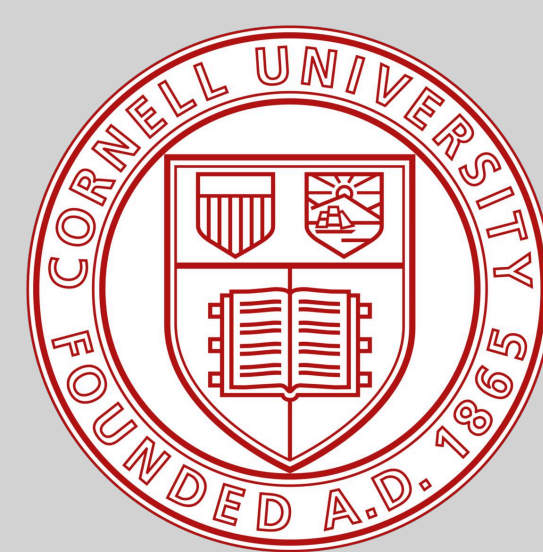
SR. UX RESEARCHER

ABOUT ME

With over **seven years** of rigorous B2B/B2C research experience specializing in cognitive neuroscience, human factors, and computer science, Dan Moon brings valuable insights to the table by simplifying complexity so you can make the best-informed decisions. Fast.

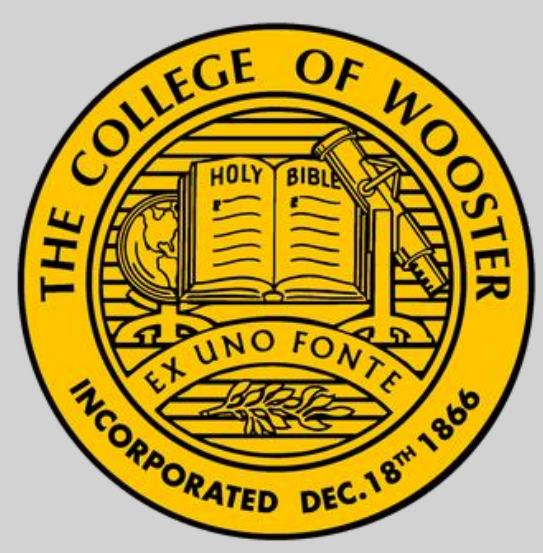
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EDUCATION



Cornell University
M.S. Human Factors & Ergonomics

2016 - 2018

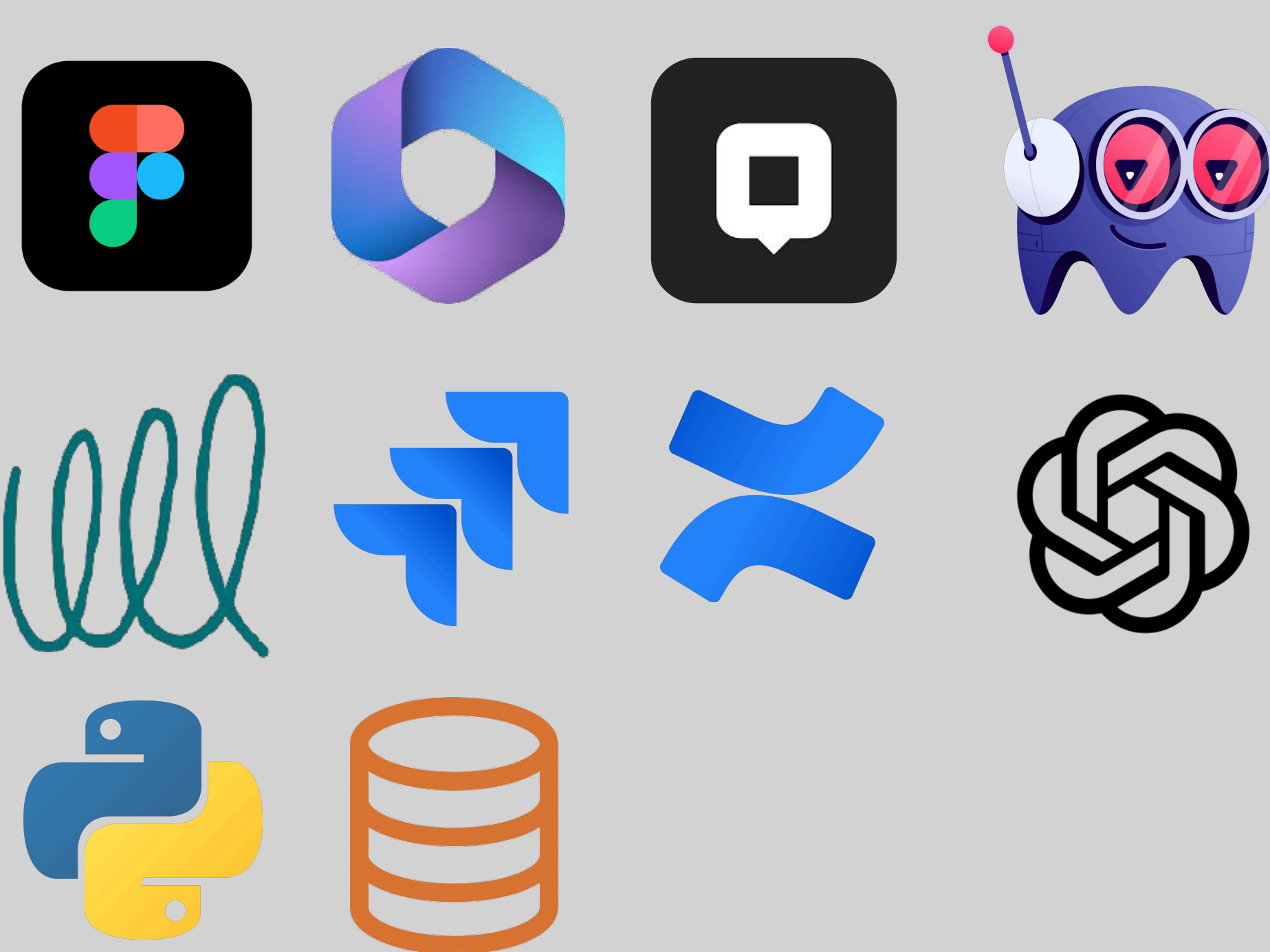


The College of Wooster
B.A. Neuroscience

2011 - 2015

SKILLS AND TOOLS

Moderated interviews
Diary studies
Survey design
Contextual inquiries
Usability testing
Benchmarks
A/B testing
Journey maps
Personas
Regression
Ethnography
Jobs to be done
Card sorting
Tree test



WORK EXPERIENCE



Senior User Experience Researcher | Oak Brook, IL | Jan 2023 – Current

- **Drove product strategy** for hardware, software, and a new subscription model through mixed-methods research (quantitative surveys, usability testing, moderated interviews), directly influencing roadmaps and features poised to generate over \$250M in net sales.
- **Extended research influence** across the **Residential, Community, and Auto** product lines, ensuring user evidence directly informed critical development decisions and feature launches in each space.
- **Optimized key software features** through research on CarPlay integration, AI smart-search keywords, and the myQ mobile app (UI, notifications, automations), translating findings into prioritized parameters for engineering and design teams.
- **Led organization-wide AI education**, demystifying core concepts, addressing workforce concerns, and advocating for the strategic adoption of an in-house AI tool to augment (not replace) team capabilities
- **Shaped the 2nd-generation Video Keypad** through rigorous mixed-methods research, defining requirements for a tiered product line (budget to luxury) designed to boost subscription rates and reduce user churn.
- **Established performance standards** by defining a <3 second load-time benchmark for all video products, validated with quantitative data and presented directly to the CEO.
- **De-risked hardware launches** by beta-testing accessories; identified and helped resolve mission-critical flaws before launch to ensure quality.
- **Informed critical design decisions** with data, such as identifying the optimal color temperature range (3500-4000K) for new floodlight products.
- **Scaled research impact** by creating efficient processes that fused product and design strategy, ensuring business and user needs were met while accelerating project delivery.



User Experience Researcher | Columbus, OH | July 2021 – Dec 2022

- **Transformed stakeholder requests** (business, design, engineering, PM) into formal research plans that guided feature development and product roadmaps across multiple concurrent projects.
- **Accelerated the future vision** for consumer-facing life insurance & annuities applications by synthesizing insights from 1:1 interviews, surveys, and prototype testing.
- **Championed user-centered decisions** by delivering compelling presentations and reports that embedded user empathy and actionable insights into business strategy.

DAN MOON

SR. UX RESEARCHER

CERTIFICATION

Associate UX Professional
2017 - Present

Board of Certification in Professional
Ergonomics

ACADEMIC RESEARCH EXPERIENCE

Seven Days | Cornell University |
2017-2018

Master's Thesis
The Educational Role of Video Game
Behavior on Individuals about Sustainable
Strategies for Energy Conservation

HFES | Cornell University |
2016-2017

Human Factors & Ergonomics Society
Effects of active sitting/standing chairs
on short-duration computer task
performance, postural risks, perceived
pain, comfort and fatigue. 2 published by
HFES 2017

HTC VIVE | Cornell University |
2017

Applied Ergonomics Final Project
Ergonomics of Virtual Reality: Design
Opportunities for the HTC VIVE

Riot Games | The College of
Wooster | 2015

Senior Independent Study
Cognitive Enhancements with Interactive
Media

WORK EXPERIENCE



User Experience Researcher | Redmond, WA | March 2021 – June 2021

- **Evaluated development-stage designs** through user interviews and surveys to identify critical refinements before launch.
- **Shaped the strategic future** of an enterprise-wide Microsoft HR tool by translating user insights into actionable product direction.



UX Researcher | Columbus, OH | March 2019 – September 2020

- **Led end-to-end research** for legal and HR products, utilizing both in-depth qualitative and broad quantitative methods.
- **Translated user feedback into clear priorities**, cutting through complexity to deliver key insights that directly shaped the legal application roadmap.