

Michael Fleetwood

User Experience Research Leader: I help Product and Design Teams identify and evaluate the assumptions inherent in their decisions and designs. Things I believe: everything is an assumption that should be challenged; do this early, often and iteratively; test first what we need to understand most; be a voice for the user.



M: 720.***.****
m*****@gmail.com

Experience

- May 2021 - Oct 2026

Workday

Research Manager

Created a research program for multiple business lines, including the AI & Agent Platform organizations. Defined research agenda and focus for a team of 5-7 researchers based on strategic business value in coordination with Product and Design leadership.
- May 2019 - May 2023

Principal User Experience Researcher

Created and defined the research practices for a business line, growing to a team of 4 researchers. Coordinated research projects and engagement while also acting as lead researcher for a product suite.
- May 2018 - April 2019

Charter/Spectrum

Senior User Experience Research Analyst

Lead researcher for teams building a new b2b product and improving service aspects of client interactions. Research spanned discovery through interaction usability testing, and service design.
- July 2015 - April 2018

CA, Inc.

Senior User Experience Researcher

A leader of research engagements for design & product teams. Worked with teams to elucidate assumptions and evaluate them through customer data. Expanded UX research practices across organization and engaged in creating a community of practice.
- Nov 2013 - July 2015

Rally Software

User Experience Researcher

Established a UX research practice within a Design team working with Product stakeholders, focusing on formative testing practices to converge on a solution design. Established usability and beta programs.
- Jan 2008 - May 2013

Enterprise Information Management

Director of Business Analysis & UX Design

Managed a Business Analysis team and acted as Product Lead & UX Designer developing enterprise-level information systems. Worked with clients to identify needs and with engineering to build solutions.

Education

- Rice University, Houston, TX

Ph.D., Cognitive Psychology & Human-Computer Interaction, awarded May 2005.
M.A., Cognitive Psychology & Human-Computer Interaction, awarded January 2002.
Publications: https://www.researchgate.net/profile/Michael_Fleetwood
- Trinity University, San Antonio, TX

B.S., Business Administration, cum laude, awarded December 1997.
Concentrations in Finance and Marketing, Minors in Spanish and Communication Management.