

Morgan Cannata

UX Researcher — open to remote (US).

EDUCATION

Drake University
BA Magazine Journalism
BA Graphic Design

CONTACT

Chicago, IL
+1 630 247 0412
uiuxkitchen@gmail.com

PORTFOLIO

morgancannata.com

SUMMARY

A decade of research that ships — across enterprise media, fintech, and Web3 marketplaces. I plan and run distributed mixed-methods studies (interviews, usability, surveys, A/B tests) and translate findings into product decisions that shape roadmaps, de-risk launches, and surface needs leadership didn't know to ask about.

AREAS OF EXPERTISE

MIXED-METHODS RESEARCH

GENERATIVE & EVALUATIVE STUDIES

REMOTE USABILITY TESTING

SURVEY DESIGN & ANALYSIS

STAKEHOLDER INTERVIEWS

A/B TEST DESIGN & READOUT

RESEARCHOPS & REPOSITORIES

AI-ASSISTED WORKFLOW RESEARCH

ASYNC CROSS-FUNCTIONAL FACILITATION

Tools: UserTesting, Dovetail, Lookback, Maze, Qualtrics, Miro, Figma, Zoom

EXPERIENCE

UX RESEARCHER

Warner Bros. Discovery

Seattle, WA (Remote) · Sept. 2024 — Present

Lead research on AI-powered media operations tools — uncovering how editors, operators, and distribution teams want to find, evaluate, and ship video assets at enterprise scale.

- Ran generative and evaluative research with editors and ops teams to define a natural-language search experience that **cut content discovery from hours to minutes**.
- Embedded with ML and platform teams to translate research findings into product requirements for AI-assisted error triage on On Time Publishing to global partners.
- Tested concepts for query-driven asset retrieval (e.g. “show me every dragon scene from Game of Thrones”) and synthesized findings into prioritized opportunity areas.
- Built a repeatable research practice inside Foundry, WBD’s internal platform, so subsequent product squads could re-use the participant pool, screener, and study templates.

UX RESEARCHER

Amazon

Seattle, WA (Remote) · Oct. 2022 — Jan. 2023

Investigated employee financial well-being inside the People Experience & Technology org — surfacing the unmet needs that shaped Amazon’s in-house financial-wellbeing product vision.

- Designed and fielded a mixed-methods study: **5,000-employee survey plus 30 in-depth interviews** across hourly and salaried populations.

- Synthesized findings into a product vision narrative and prioritized roadmap for an internal financial-wellbeing platform.
 - Partnered with PMs and benefits leadership to translate research into testable product concepts.
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SENIOR RESEARCHER & PRODUCT DESIGNER

Dibbs.io

Seattle, WA (Remote) · Sept. 2021 — Oct. 2022

Led research on a Web3 sports-collectibles marketplace — pairing user interviews with competitive teardowns of blockchain, wallet, and DeFi products to de-risk seller and trader flows.

- Conducted foundational research on collector mental models around tokenization, fractional ownership, and wallet trust.
 - Validated seller workflows for uploading, tokenizing, and listing assets — research directly informed the launch of fractional packs that **sold 200 units in under two minutes**.
 - Maintained a rolling competitive-research repository across crypto wallets and DeFi products to anchor product decisions in market context.
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LEAD UX RESEARCHER

NCSA / IMG Academy

Chicago, IL (Remote) · Aug. 2019 — Sept. 2021

Owned research for the athlete recruiting product — uncovering why **67% of free users never upgraded** and translating findings into a premium experience that drove a **10% lift in enrollment**.

- Ran customer usability sessions with families and student-athletes, paired with sales-team ride-alongs to triangulate the conversion blocker.
 - Designed and analyzed an A/B test across **10% of the membership pool, producing an 8% lift** that informed the full rollout.
 - Partnered with sales leadership on a refreshed conversation guide grounded in research — eliminating internal resistance to in-app pricing transparency.
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RESEARCHER & PRODUCT DESIGNER

Ticketmaster

Chicago, IL · July 2017 — Aug. 2019

Embedded research into the Aurora design system and the internal trade-desk point-of-sale tool — **adoption reached 65% of internal applications within six months**.

- Ran adoption studies with internal product teams to identify friction in the design-system migration path.
 - Led usability research on the trade-desk POS used by box-office and reseller teams.
 - Contributed component patterns and research-backed guidelines to Aurora.
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EARLY-CAREER ROLES

Humana, Rockfish, +3

Various · 2015 — 2017

Foundational work across healthcare and agency product teams — early exposure to qualitative research methods and stakeholder synthesis.