

Harry Morgan

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Experienced UX researcher with expertise leading mixed-methods research across enterprise SaaS products, IoT hardware and emerging AI technologies. Delivers actionable insights that shape data-driven decisions and unlock strategic revenue opportunities. Proven track record of scaling customer insights across product and GMT teams, driving cross-functional collaboration, and mentoring design teams to build user-centric solutions.

- Delivered research that drove **over \$10M+ in new revenue opportunities** and **\$100K+ in data storage savings**.
- Scaled research operations and AI-enabled processes, creating **\$25K annual efficiency gains**.
- Extensive experience collaborating with Directors, VPs, and Eng/Product leads on complex enterprise platforms.

EXPERIENCE

WEX, Lead UX Researcher

March 2025-present

- Lead researcher guiding strategic discovery and usability testing across WEX's Health & Benefits platform.
- Designed and launched **AI-supported persona research** via custom Gemini gems, saving ~\$25K annually and improving speed of insights.
- Partnered with design and product leads to research, test, and optimize **AI chatbot assistant**, improving customer NPS by 5 points post-launch.
- Established **cross-functional KPI framework** integrating analytics, support data, and survey metrics to align UX and product strategy.
- Led card sort and tree testing with 60 users to **optimize information architecture** of benefits platform, helping retain a \$20M ARR customer.

Samsara, UX Researcher

May 2023-Jan 2025

- Won company-wide "impact & excellence" award for independently owning end-to-end research for **"Samsara Intelligence" AI product suite**; insights helped align Design and Engineering and unblocked \$10M+ potential sales.
- Conducted in-depth interviews, focus groups and conjoint survey for **enterprise-grade workforce management platform** (including both mobile and desktop experiences); led planning and execution for Alpha and Beta testing in collaboration with staff UX designer and product manager.
- Executed discovery research for **commercial vehicle camera solution** through in-depth interviews, ethnographic fieldwork and data analytics; findings drove \$100K+ in annual data storage savings and informed major \$800M NNACV initiative.
- Built and scaled **research repository** in Dovetail (150+ active users) to centralize insights and foster user empathy across the entire product org.
- Mentored junior researchers and led cross-functional workshops on method selection and storytelling, strengthening research culture; resulted in upskilling team, personal career growth and **promotion**.

Harvard University, UX Researcher

May 2021-July 2022

- Led end-to-end research for **Harvard IT's flagship website redesign**; translated qual and quant insights into actionable recommendations for learning content design, user journey simplification, and user engagement strategies; research drove +10% adoption and +25% increase in user satisfaction with the new design.
- Studied university-wide usage of **Google Workspace** via interviews and Qualtrics survey; insights reduced subscription costs by 15% and informed cloud-tool training and support strategy.

Harvard University, Lecturer in Ancient History

Aug 2019-July 2022

- Published [academic book](#) with Cambridge University Press, reviewed positively in leading publications (e.g., *Times Literary Supplement*); presented research internationally to diverse scholarly audiences.
- Received Special Commendation for Remote Teaching, awarded to top 10% of professors across the university.

SKILLS

Quantitative: Surveys, data analytics (SQL, R), inferential statistics, UX benchmarking, card sorting, tree testing

Qualitative: User interviews, usability testing, literature reviews, ethnographic fieldwork, focus groups, diary studies

Other: AI prompting, presenting, cross-functional collaboration, study design, heuristic evaluation, mentorship

TOOLS

Research: UserTesting, Qualtrics, Dovetail, Maze

Analytics: Pendo, Databricks, Mixpanel

AI: Cursor, Gemini, ChatGPT, NotebookLM

EDUCATION

Bentley University **2021-2023**

MS Human Factors in Information Design

University of Oxford **2015-2018**

DPhil (PhD) in Ancient History

University of Cambridge **2011-2015**

MPhil and BA in Classics