Margaret (Meg) Grounds, Ph.D.

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Overview	Cognitive psychology trained mixed-methods user researcher focused on putting users first and creating enjoyable products. Passionate about understanding human behavior and how it interacts with technology.
Highlights of Qualifications	- Foster collaboration and coordination for cross-organization research focus areas. - Motivate hypothesis-driven research that tells a story, combines evidence, and fosters engagement with stakeholders. - Ability to plan, collect, analyze, document, and communicate research insights for generative, iterative, and evaluative studies. - Synthesize actionable insights across multiple data sources (telemetry, benchmark studies, surveys, and interviews). - Research skills: Experimental design, survey development, usability testing, benchmark testing, interviews (individual and focus group), content analysis, literature reviews, telemetry queries, contextual inquiries, prototyping, statistical analysis (ANOVA, regression, factor analysis, etc.) - Research tools: Playbook UX, UserTesting.com, UserZoom, Qualtrics survey platform, Amazon Mechanical Turk, Localytics, Application Insights, Morae, SPSS, Power BI, Figma

Experience

Senior Design Researcher, *Microsoft*

September 2020 – Present | Redmond, WA

- Led user research planning, strategy, and activation for PowerPoint Copilot and OneNote incubation projects.
- Ran efforts to center DEI in research activities in a 30+ person research team.
- Partnered with OneNote marketing to identify the value proposition of OneNote feed as well as prioritize engineering effort.
- Conducted competitive research for mobile note-taking applications which resulted in prioritization of OneNote mobile improvements and informed a cross-company mobile quick capture design sprint.
- Led a cross-company mobile quick capture design sprint, bringing together research, design, and product experts across Teams, Cortana, Office, Outlook, and To-Do which resulted in a universal quick capture model.
- Collaborated with Samsung Notes design and engineering team to improve the user experience for connecting to OneNote feed.

Design Researcher 2, *Microsoft*

June 2018 – September 2020 | Redmond, WA

- Led user research planning and strategy for Microsoft Whiteboard and then transitioned to MMX and focused on OneNote.
- Conducted user research within agile development lifecycle with designers, developers, and product managers using qualitative and quantitative methods to generate insights leading to new product opportunities and existing product improvements.
- Led end-to-end usability projects combining methodologies like card sorts, think aloud, usability testing, competitor analysis and survey design to answer complex research questions.
- Managed a research vendor who supported Whiteboard research.

User Experience Researcher, *Microsoft (via Excell Data Corporation)*

April 2017 – June 2018 | Redmond, WA

- Collaborate with PM, design, and content stakeholders to develop and implement qualitative and quantitative research studies to understand and interpret Cloud and Enterprise users' behavior.
- Leverage research findings to offer actionable recommendations for product features and designs.
- Developed new persona for Stream, identified top UX issues for PowerApps and Stream based on iterative and evaluative findings, drove meaningful product changes.

- Organize and moderate a weekly focus group for iterative Power BI research.

Lab Manager, *Decision Making with Uncertainty Lab, University of Washington*

June 2011 – December 2016 | Seattle, WA

- Investigated human decision-making using lab-based experiments, remote testing, simulation games, surveys, and interview protocols.
- Guided overall lab research strategy for the lab and managed graduate and undergraduate researchers.
- Doctorate work focused on how best to visualize uncertainty, how those decisions can be explained by cognitive and demographic factors and what types of information increase user trust in weather forecasts.

Instructor, *Laboratory in Human Performance, University of Washington*

September 2011 – August 2016 | Seattle, WA

- Taught students think critically about psychology research and guide experiment development from ambiguous questions into testable hypotheses, developing new methodologies to answer novel questions.
- Helped students design, implement, analyze, and communicate original cognitive psychology experiments.

Education	**Doctorate in Cognitive Psychology, University of Washington, December 2016** **BA Psychology & Mathematics, University of California, Santa Cruz, June 2009**