

# Alexis Mook, PhD

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Based in Austin, Texas

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## BACKGROUND

Empathetic and results-driven UX Research leader with 9+ years of experience leading generative and evaluative research for enterprise B2B SaaS products. Proven ability to deliver actionable, data-driven recommendations that shape product strategy, enhance customer experience, and drive business outcomes. Experienced in leveraging AI insights and cloud-based tools to optimize research methodologies and product innovation.

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## EXPERIENCE

### UX Research Manager | IBM Automation | April 2024 – Present

- Co-manage a team of 20+ UX researchers supporting enterprise B2B SaaS products, coaching and mentoring 6+ direct reports across remote and in-person environments.
- Partner cross-functionally with design, product management, engineering, marketing, and leadership to embed research insights into product roadmaps for cloud-based automation tools.
- Navigate complex enterprise environments to align research priorities with evolving business needs, ensuring continuous delivery of high-impact insights.
- Leverage AI and automation tools to optimize research methodologies and surface actionable insights that inform product strategy.
- Deliver executive-facing dashboards and reports using PowerPoint and Airtable, visualizing research outcomes, velocity, and impact across an enterprise SaaS portfolio.

### UX Research Lead | IBM Automation | June 2021 – April 2024

- Led mixed-methods research (surveys, interviews, usability testing, A/B testing) for enterprise SaaS tools, influencing product strategy and design decisions.
- Collaborated within agile product teams to identify research objectives, define KPIs, and deliver timely, actionable recommendations.
- Synthesized technical findings for non-technical stakeholders, enabling data-driven decision making across product, engineering, and business teams.
- **Portfolio of enterprise SaaS Projects:** <https://atm221.wixsite.com/portfolio>

### UX Researcher | Freelance | May 2018 – June 2021

- Collaborated with 3 startups and 3 small businesses, providing tailored research solutions to address specific business needs.
- Utilized mixed methods to design and execute research projects on growing product teams, influencing company strategies and roadmaps.
- Demonstrated expertise in user interview, surveys, usability testing, concept testing, and other qualitative and quantitative research methods depending on client needs.
- Delivered actionable recommendations to clients based on research findings, contributing to their product

### Early Career Experience

- **Behavioral Researcher** | Florida International University | August 2016 – May 2021  
Conducted complex experiments, analyzed data, and delivered insights on human behavior and decision making. Trained and mentored over 10 research assistants, building a strong foundation in coaching and mentoring.
- **Behavioral Research Assistant** | Bucknell University | October 2013 – May 2015  
Managed a lab of 10 researchers, coordinating multiple perceptual studies. Published a senior thesis on audiovisual integration in attractiveness perception, demonstrating an early interest in user-focused research.

## EDUCATION

**PhD, Experimental Psychology Minor- Statistics**, 2021 Florida International University, Miami, FL

**Masters of Science, Experimental Psychology**, 2019 Florida International University, Miami, FL

**Bachelors of Art, Psychology**, 2015 Bucknell University, Lewisburg, PA