

MATTHIEU LENNE

SENIOR UX RESEARCHER

CONTACT

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📍 Montreal, Canada,
relocating to London (UK)

EDUCATION

2018-2021

MCGILL UNIVERSITY

- Master of Neuroscience

2015-2018

UNIVERSITE DE LORRAINE

- Bachelor of Psychology

SKILLS

- Qualitative research and analysis (Ustesting)
- Quantitative research and analysis (SPSS, Excel VBA, Qualtrics)
- AI powered automation (Claude, vibe coding)
- Storytelling
- Workshop facilitation (JTBD, persona definition, user journey mapping)
- Cross functional collaboration (trio team)
- ResearchOps

LANGUAGES

- French (native)
- English (fluent)

PROFILE

Senior UX Researcher with over five years of experience navigating ambiguity through a mix of generative and evaluative research. Proven track record of directly informing product roadmaps and driving product success. Early AI adopter leveraging AI tools to scale and accelerate research operations.

WORK EXPERIENCE

GoTo Technology (B2B2C)

Dec 2022 - Present

Senior UX Researcher

- Leading end to end UXR efforts for a new global (EMEA, LATAM, NA) automotive product launch
 - Identified feature gaps and user needs contributing to meeting revenue goals 3 months early.
 - Formulated actionable insights from generative research and presented findings to executives to clarify market ambiguity.
- Scaling UXR operations, cutting time to recruit by 30% and increasing research output
 - Building an internal customer recruitment program
 - Leveraging AI to accelerate research implementation and analysis
- Embedded within a messaging product trio to translate customer feedback into feature definitions and roadmap prioritization, improving CES by 25% in eight months.

Bank of Montreal (B2C)

Jun 2022- Dec 2022

UX Researcher

- Executed generative research on business owner banking behaviors to identify unmet needs and inform strategic product development
- Mentored product, engineering, and design teams on research best practices, increasing research adoption in product decision making

Desjardins Financial Cooperative (B2C)

Senior UX Researcher

Feb 2022 - May 2022

UX Researcher

Feb 2021 - Feb 2022

- Managed various research agencies for recruitment, and research purposes to ensure rigorous methodologies
- Designed and executed evaluative research including usability and tree testing to assess customer financial literacy and credit card shopping habits