

Llewyn Paine, Ph.D.

contact@llewyn.com
512-577-2378
llewyn.com

Experience

Senior Research
Program Manager
**New Experiences &
Technology
(HoloLens & VR),
Microsoft**

May 2016 –
present

- Pitched, developed and owned a research program for non-researchers – built and led a cross-organizational team, defined org-wide adoption KPIs, and managed program roadmap and backlog, resulting in 87% org-wide adoption in the first year
- Directed design and development of internal research training site and drove usage (monthly users) from 0 to ~50% of designers & PMs in the org
- Generated product vision and strategy for next generation of HoloLens (augmented reality), and drove 40-person multidisciplinary team in user needs assessment, competitive analysis, and creation of design principles
- Produced HoloLens customer segments & needs analysis used to coordinate effort across hardware, software, and marketing, and directly applied in four first-party applications
- Projects were selected for two company-sponsored patent applications

User Researcher
**Bing (AI+Research),
Microsoft**

July 2012 –
May 2016

- Led all user research planning and execution for 8 broad feature areas and programs
- Drove multimillion-dollar investments in new initiatives through generative strategic research
- Partnered closely with PMs and designers to define and validate product vision, prioritize feature backlog and sprint planning, and design and refine more than 40 diverse features and products in a rapid, Agile environment, driving:
 - Acquisition of millions of users on new programs
 - >100M monthly queries on new features
 - Engagement gains of 200-500% on redesigned features
 - Entry into new technology categories, such as digital personal assistants and bots
- Engaged directly with developers to communicate design requirements, estimate work, and negotiate feature implementation questions
- Led cross-functional team initiatives to add new cutting-edge research capabilities

Research Lead
**Disney Media &
Advertising Lab**

September 2010 –
July 2012

- Led 11 large-scale media research studies, coordinating across clients, executives, developers, content producers, recruiters, research assistants and analysts to deliver high-profile reports on rapid timelines
- Designed and analyzed 20+ studies utilizing A/B and multivariate methods
- Developed scripts to pull user data and streamline data analysis using SPSS, Excel, and other statistical software
- Developed new study protocols and trained research assistants on implementation

Education

**University of Texas
at Austin**

Ph.D., Cognitive Psychology
B.S., Psychology
B.A., Plan II Honors Program, second major French

Skills & Expertise

Product Strategy
Product Management
Process Documentation

Qual & Quant User Research
Agile & Remote Testing
Experimentation (A/B, MVP)

Presenting
Education & Training
Emerging Technology