

Llewyn Paine, Ph.D.

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

I believe intelligent research and relationship-building are the keys to building great products. Over 10+ years I've led teams from top global brands to successfully innovate through deep customer understanding and strong internal partnerships.

Recent Accomplishments

- Completed emerging technology vision research and process leadership which drove creation of a new, dedicated "Mixed Reality" org at Microsoft, comprising ~600 heads, with an estimated investment of >\$180,000,000
- Led the target customer identification effort for Microsoft's HoloLens experiences group; 2 flagship HoloLens applications launched using this work (Microsoft Layout & Remote Assist), and output was used to coordinate effort across hardware, software, and marketing teams at Microsoft
- Pitched, built and led a cross-organizational "research for non-researchers" program for a 1,000-person org with limited research coverage: recruited a team, brokered consensus from competing stakeholders, defined org-wide adoption KPIs, and managed the program roadmap and backlog, resulting in 87% org-wide adoption in the first year
- As research lead on the founding team for a new envisioning studio, co-developed the studio charter, outlined the operating model for research, and defined studio deliverables
- Led research supporting organization GM and Microsoft CEO in defining a new technology investment area, which was successfully pitched to Microsoft's Board of Directors and funded

Experience

Principal
Llewyn Paine Consulting, LLC

2018 – present

- **Designed and executed customer development research to identify and prioritize opportunities across 3 novel markets** for Fortune 100 client, and presented recommendations to leads, directors, and partners
- **Client company partner immediately redirected manpower** to implement recommendations upon presentation
- **Client re-engaged for 2 follow-up projects** according to project recommendations

Sr. Design Research Lead
HoloLens for Enterprise,
Microsoft

2018 – 2018

- **Founding member of new vision studio within the larger organization;** co-developed charter and defined initial project output
- **Led direction-setting project supporting GM in identifying opportunities for portfolio alignment** within new org, which required coordination and synthesis across >12 major organizational divisions
- **Led research supporting GM in defining new technology investments** for CEO and board of directors (successfully pitched and funded)

Sr. User Experience Strategist
New Experiences &
Technology
(Windows/HoloLens),
Microsoft

2016 – 2018

- **Built research program for non-researchers from the ground up,** achieving executive buy-in and 87% first-year adoption, despite failure of 3 attempts by previous project owners
- **Led customer-centered product vision and strategy projects** for portfolio of >40 products (including HoloLens and Paint 3D flagships), driving alignment to 3 target customer categories and common design principles
- **Generated product vision and strategy for next generation of “Mixed Reality”** and drove 40-person multidisciplinary team (including design directors and PM managers) in user needs assessment, competitive analysis, and creation of design principles
- **Mentored early-in-career talent,** resulting in 2 highly rated org-wide workshops by junior employees, 4 successful program and feature launches, and 2 job offers

Design Researcher
Bing (AI & Research),
Microsoft

2012 – 2016

- **Created Bing’s education research program from scratch,** resulting in multimillion-dollar Microsoft investments and >30 launched features; **pitched and won additional investments** and sponsored Microsoft-wide internal executive summit to drive greater cross-portfolio alignment, in response to CEO mandates
- **Championed Bing transition to Agile research** through creation of new tools, methodologies, and research models, and through internal evangelization, reducing study turnaround time by as much as 90%
- **Built the case for value of “human” design in a quantitative, engineering-driven org,** including showcase psychophysiological research published within and beyond Microsoft, and highlighted in the organization’s annual review
- Led and contributed to extracurricular projects resulting in **company-sponsored patents in AI, emotion detection, and VR**

Research Fellow
Disney Media &
Advertising Lab

2010 – 2012

- **Directed large, cross-functional project teams on 11 media research studies,** involving tight timelines and hundreds of participants on site, and worth ~\$800,000
- **Designed and pitched studies** to senior executives from ESPN, ABC, and ABC Family, resulting in tens of thousands of dollars invested

- **Spearheaded the company's first user experience (UX) study:** pitched new methods, adapted them for use in large-scale remotely moderated testing, and trained research assistants, resulting in continued use for future studies
- Research influenced **multimillion-dollar media investments by television networks & advertisers**, and was showcased in company press releases, industry conferences, and academic journals

Graduate Research Assistant
**Cognitive Psychology Dept.,
 University of Texas at Austin**

2005 – 2010

- **Led a 5-year research project**, culminating in publication of a previously undiscovered psychological phenomenon with implications for spatial computing
- **Designed a new research method** published in academic journals and conferences, and recognized by experts in the field
- **Trained and mentored undergraduates** in psychological theory, experimentation, and statistics

Education

University of Texas at Austin

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

Skills

Leadership

Thought leadership
 Change management
 Team building
 Mentorship
 Presenting
 Education & training
 Relationship management

UX

User-centered design
 Product lifecycle research
 Qualitative research
 Quantitative research
 Agile UX
 Research tools & frameworks
 UX workshops

Product Strategy

Customer development
 Personas
 Product-market fit
 Competitive research
 Differentiation
 Lean MVPs
 Management consulting

Research Methods

Generative research
 Concept testing
 Prototype testing
 Iterative design testing
 Content testing
 Usability testing

Post-launch/live site testing
 Benchmarking
 Experimentation
 Surveys
 Focus groups
 Contextual inquiry

Interviews
 Remote testing
 Eye tracking
 Psychophysiology
 Statistical analysis
 Vendor management