

SEAN BAXTER

Loveland, CO | sean@baxtervision.com | linkedin.com/in/baxtervision | baxtervision.com

UX RESEARCH & STRATEGY

Research and strategy leader with 15+ years turning enterprise complexity into shipped product and aligned teams. I build and run research functions, set research strategy, and influence product direction at the leadership level. I have stood up a research practice from a single seat twice, hired into it, and managed the team through delivery. Deep in mixed-methods research: contextual inquiry, ethnographic fieldwork, usability testing, diary studies, A/B test management, surveys, and synthesis. Equally strong at facilitating the cross-functional room and driving alignment from discovery through release. My strength is the player-coach mode: leading the research, getting the room aligned, and delivering under real constraints. Certified facilitator (Voltage Control), Nielsen Norman Group UX Management, MeasuringU quantitative research, and Certified Usability Analyst (Human Factors International).

WHAT I LEAD

Research Practice Building & Hiring | Mixed-Methods Research Strategy | Research Operations | Participant Panel Management | A/B Test Management | Usability Testing & Synthesis | Stakeholder & Executive Alignment | Cross-functional Facilitation | Roadmap Prioritization | Team Coaching & Development | Design Systems | Accessibility Testing & Advocacy

EXPERIENCE

UX Lead · Esko · Remote

Oct 2022 – Oct 2025

- Built and ran the research and insight function from scratch, growing the team from one to four and establishing the standards, operations, and cadence the practice ran on
- Created and maintained a live participant panel with a public intake form, a recruiting and incentive toolkit, and ongoing SMS and email engagement to keep the panel active across studies
- Published the ResearchOps Manifesto and a Methods playbook, codifying how customer insight fed product decisions across teams and training product managers and designers to apply research methods in their own work
- Set research and design direction for enterprise software serving packaging, print, and media production, partnering with product and engineering leadership to shape and prioritize the roadmap
- Ran stakeholder interviews, usability testing, A/B test management, and synthesis, then translated findings into roadmap decisions executives could act on
- Authored a full triangulated research program including research audit, stakeholder interviews, futures workshop, secondary research, and competitive analysis for a complex product space
- Owned the research backlog across concurrent workstreams, contributing to release planning and aligning with global teams across Europe and North America on scope and priority
- Ran accessibility testing and regular audits, documenting and advocating for accessibility as a standard part of the practice
- Refined and extended the Mox design system: UI, typography, color palette, iconography, layout, and a component library, applied across shipped product under intense time pressure
- Designed and delivered shipped features including Task Performer improvements, Task Lists, Task Checklist, and the 5-minute review workflow
- Led design workshops for product and platform workstreams, facilitating sessions that produced real decisions on trials, e-commerce, and policy deployment
- Communicated research insight and product direction to senior leadership, bridging technical execution and business strategy
- Managed vendor relationship for an AI research platform rollout, scoping terms, navigating privacy and legal requirements, and securing leadership approval

Senior UX Researcher · Nutrien Ag Solutions · Remote

Jun 2018 – May 2021

- Built and led the research function from a single seat to a team of four, hiring researchers and managing them through weekly 1:1s and embedded delivery
- Served as interim manager (Jan 2020 – Sep 2020), owning team assignments, research operations, and the research roadmap for a three-person team through a leadership transition
- Led the research for a quote-first commerce redesign, working across product owners, business stakeholders, and engineering from requirements through release

- Translated field research and stakeholder interviews into findings that informed user stories, acceptance criteria, and prioritization across product and engineering
- Designed and ran a longitudinal diary study on the dealer-network platform, managing participant panels through email and SMS outreach to sustain engagement over time
- Scaled research operations across the digital organization, implementing systems for data collection, synthesis, and standardized reporting
- Facilitated cross-functional alignment sessions on a distributed dealer-network platform, driving backlog clarity and scope agreement across teams
- Established research standards and a repeatable practice, then coached product managers and designers to apply research methods in their own work
- Served as the internal advocate for human-centered product decisions, influencing prioritization across the product and technology organization

UX Researcher & Designer · Hewlett Packard Enterprise · Fort Collins, CO 2015 – 2018

- Led UX research and product strategy for enterprise SaaS and cloud infrastructure lines through a major platform transformation
- Led the 14-stakeholder Project Metro research study (4 in person, 10 remote), analyzing data in MAXQDA and synthesizing findings into product direction across compute, storage, and network management
- Co-chaired the 100-person, three-day HPE UX Design Summit: budget, vendor and site selection, logistics, catering, scheduling, facilitation, and event production end to end
- Facilitated design thinking workshops with product and engineering, building shared understanding of customer needs and alignment on release scope
- Presented at the HPE UX Design Summit and served as an HPE Discover employee ambassador
- Communicated research insight to executive stakeholders, influencing product direction and investment decisions across HPE's global organization

Founder & Principal Consultant · Misfit Island LLC · Loveland, CO May 2021 – Present

- Own consulting engagements end to end: scope, discovery, requirements, facilitation, and strategic recommendations delivered to organizational stakeholders
- Delivered a two-phase research engagement (ethnographic fieldwork and in-depth interviews) for a national client via agency partner, including kickoff, fieldwork, synthesis, reports, and client-facing workshops for each phase
- Delivered UX research and product design recommendations as a B2B consultant
- Run all engagement operations, from prioritization and client communication to delivery against defined outcomes
- Designed and shipped independent digital products end to end using AI-accelerated workflows (Figma AI, uxmagic.ai, AI-assisted build)

Founding Team, Product · twoVee (2V) ~2014

- First hire alongside the founding engineer on a second-screen audience-engagement platform, building the product from zero to one
- Ran research, product roadmap, and design through live deployment on real broadcasts
- Designed the analytics and measurement layer for audience engagement data
- Contributed to the company's sale process

Agency & Digital Product · the1st Movement · Universal Mind · Team One · Mondo Robot · Boulder Digital Works 2010 – 2015

- Sole designer on account at the1st Movement, co-leading research for a major enterprise engagement: stakeholder interviews, content audit, competitor analysis, synthesis into an insight report and personas across five brand-story pillars, plus experience architecture, taxonomy, user stories, use cases, card sorts, site map, and wireframes, with additional design work for enterprise and consumer technology clients including Cisco, Ribbon, AT&T, Tripwire, and HKTDC
- UX design for a genomics product line at Universal Mind: dashboard design, admin tooling, and interactive PDF report design, continuing work transitioned from frog design
- Digital Producer at Team One (agency of record for Lexus): produced an interactive touchscreen installation for a major auto launch at Pebble Beach 2013
- Information architecture for an enterprise client at Mondo Robot
- Boulder Digital Works cohort two graduate (CU Boulder / Crispin Porter + Bogusky): live client work for national brands

Broadcast Producer · CBN WorldReach · Virginia Beach, VA

Nov 1998 – May 2006

- Oversaw creation and execution of a 30-minute international television magazine program
- Developed, wrote, produced, and edited human-interest stories as segment producer
- Managed a creative team on a weekly news program across geographic regions
- Directed several broadcast spots and a show open during this period

Producer & Production Manager · Various Studios & Independent Productions

1995 – 2010

- Led cross-functional field crews of 30 to 100+ across camera, art, sound, and production departments, directing the whole operation in real time under immovable deadlines and fixed budgets
- Produced international broadcast and commercial work across 12+ countries on four continents, managing budgets of \$200K+
- Built client and stakeholder relationships across a 15-year career in a high-stakes, deadline-driven industry, consistently delivering complex projects on schedule

TEACHING & MENTORING

- UX Mentor, Springboard (Nov 2020 – Sep 2021): 1:1 mentored aspiring UX/UI designers and researchers through a 1000+ hour curriculum, guiding career direction, portfolio development, and research methods
- Adjunct Professor, Tidewater Community College: taught Theatre 101 & 102 across fall and spring semesters
- ESL Instructor, Mexico (1993): taught English to business executives

COACHING & COMMUNITY

Head Varsity & JV Coach, Girls Basketball · Mountain View High School · Loveland, CO

2025 – Present

- Lead varsity and JV programs: player development, game strategy, staff coordination, and communication across athletes, parents, and the athletic department

Additional coaching (2016–present): youth and high school basketball, youth flag football, youth soccer; founded and ran a one-season AAU club program.

CERTIFICATIONS

Facilitation – Voltage Control | UX Management – Nielsen Norman Group | Quantitative UX Research – MeasuringU | Certified Usability Analyst – Human Factors International | Certified Change Enthusiast Practitioner I – Change Enthusiasm Global | Certified AI App Builder – 1000xAI | AI Mastery – Mindvalley (2026) | Strategic Business Thinking for Designers – Second Wave Dive | Figma for UX Design – LinkedIn Learning

EDUCATION

MA, Communication – Regent University, 1996

BA, Theater – University of Virginia, 1992

METHODS

Contextual inquiry, in-depth interviews, card sorts, tree testing, ethnographic and diary studies, heuristic reviews, usability testing (moderated and unmoderated, lab and remote), A/B test management, surveys (SUS, UMUX), screener design, formative and evaluative test plans, task analysis, personas, affinity mapping, journey mapping, funnel analysis, prototyping (low and high fidelity), competitive analysis, content audits, design sprints, synthesis

TOOLS

Figma, Sketch, InVision, Adobe XD, Axure, Balsamiq, MAXQDA, Dovetail, Optimal Workshop, UserZoom, Hotjar, Validately, Miro, Notion, Jira, Confluence, Adobe CC, Airtable, Salesforce