

GREG BENNETT

gbennett@salesforce.com • (415) 624-4079 • gabennett.com

PROFESSIONAL EXPERIENCE

Salesforce

Senior User Researcher

04/2017 – Present | San Francisco, CA

- Lead user research efforts to inform design and data science approaches to the product development of Einstein Bots for Service Cloud
- Partner with customers to conduct high-impact research on NLP-powered chatbots to drive successful implementation and innovative product roadmap
- Founded, implemented, and scaled the Japan User Research Program, including recruitment of participants, legal clearance, and outreach in market
- Conducted the first-ever international, non-English research project in the history of Salesforce UX for the Japanese release of Pardot

User Researcher

01/2016 – 03/2017 | San Francisco, CA

- Led user research efforts for Sales Cloud Einstein, Salesforce's first-ever AI product, which was heavily featured on stage at Dreamforce 2017
- Established a cross-functional research alignment program to scale resources against priorities for 36+ Sales Cloud features
- Developed effective research and design process for distributed teams, including onsite workshops in Tel Aviv and Atlanta

Microsoft

Design Researcher (Contract)

03/2015 – 06/2015 | San Francisco, CA

- Collaborated with designers and technical writers to explore new approaches to voice UI design through rapid, iterative usability testing
- Illuminated key user behavioral patterns in interview and card sort data from EMEA and APAC to inform culturally relevant design principles

Strategic Interaction Research Group (DARPA-Funded)

Research Assistant

2012 – 2013 | Washington, DC

- Analyzed and systematized 300+ hours of unstructured ethnographic data to drive product recommendations for military training products
- Diagnosed key design strategies that reconciled tactical military goals and end user needs to optimize product roadmap for safe rapport building

References available upon request.

METHODS

- Ethnography
- Discourse Analysis
- Un/moderated Usability Testing
- Interview Design & Facilitation
- Concept Evaluation
- Survey Design
- Card Sorting
- Experiment Design

TOOLS

- UserZoom, UserTesting.com
- Qualtrics, SurveyMonkey
- Nvivo, ELAN
- Final Cut Pro, Camtasia

LANGUAGES

- English (native proficiency)
- Japanese (business proficiency)

EDUCATION

- **M.S., Applied Linguistics**
Summa Cum Laude
Georgetown University
- **Visiting Scholar, Japanese**
Stanford University
- **B.A., Linguistics**
Summa Cum Laude
Georgetown University