

MATHIAS BURTON

USER EXPERIENCE RESEARCH / PRODUCT STRATEGY / RESEARCH SYSTEMS

hello@mathiasburton.com | mathiasburton.com | Full CV + evidence

I research complex technical products and build repeatable research practices. Hands-on inquiry, mixed evidence, and product leadership across financial data, civic platforms, and scholarly research.

SELECTED EXPERIENCE

PitchBook | UX Research & Design Manager | 2022-2024

- Led private-credit research for the LCD integration, combining contextual inquiry, interviews, workflow reconstruction, and transaction analysis to shape product models, requirements, and a multi-year roadmap.
- Studied taxonomy with **30 editors and 20 customers across 40+ categories**, connecting editorial structures with customers' mental models.
- Built a research-operations program, repository, benchmarking process, and shared guidance that helped designers conduct their own studies.

Socrata / Tyler | Director of Product Research & Design | 2017-2022

- Researched data ingestion, validation, modeling, and publication alongside product and engineering, using system maps, scenario tests, design spikes, and working prototypes.
- Helped launch Connected Government Cloud; built recurring research and advisory programs that connected contextual inquiry, analytics, and coded NPS to product planning.
- Led through the Tyler acquisition and helped establish Tyler Forge's shared design foundation.

ProQuest | User Experience Lead | 2013-2017

- Developed a **three-wave research program** across students, faculty, and research groups. Contextual inquiry, workflow studies, and usability testing shaped RefWorks strategy and redesign.
- Coded NPS responses and triangulated findings with survey evidence; shared the research approach with **500+ librarians** in 2016.

Independent AI prototyping | Current practice

Use generative tools to turn questions and source material into working prototypes I can inspect and improve; developing a consistent practice and working toward automating research operations.

EARLIER EXPERIENCE

Senior Designer, Hello Innovation (2013); Senior Art Director, Mars Advertising (2012-2013); Art Director, Doner Advertising (2011-2012); Interactive Art Director, Campbell Ewald, Team Detroit & Organic (2010-2011).

EDUCATION

University of Washington | MS, Human-Centered Design & Engineering | 2017-2020

College for Creative Studies | BFA, Graphic Design | 2005-2009

COMMUNITY + LEADERSHIP

UW iSchool & HCDE mentor (2022-2024); UW GSA curriculum advisor (2019-2021); Democracy Lab volunteer (2017-2019); Open Seattle tech advocate (2015-2017).