

NIKKI MURRAY

PRINCIPAL UX RESEARCHER



513 827 2705



nikkiux@gmail.com



linkedin.com/in/nikki-murray-uxr

SKILLS

Mixed Methods Research

Moderated / Unmoderated
Usability Testing

Stakeholder Interviews

Workshop Facilitation

Research Ops & Enablement

Bias-Aware Interviewing

TOOLS

Dovetail

Pendo

UserTesting.com

Snowflake

Metabase

Google Analytics

AI

CERTIFIED

Pendo Strategic Admin

Practitioner of Human-Led
Design (Luma Institute)

Coupa Platform Certified

Inspiring and Motivating
Individuals (U of Michigan)

PROFILE

Principal UX Researcher who turns messy, real-world B2B data into research systems that product and legal teams act on — not reports read once and filed away. Best known for building the infrastructure behind good research: a compliance-signal system that routes findings to the right stakeholder before they become a problem, and a certification program that lets non-researchers run trustworthy studies without diluting quality. Equally comfortable in rigorous qualitative fieldwork,

WORK EXPERIENCE

PRINCIPAL UX RESEARCHER

Coupa Software | San Mateo, CA | 2021 – PRESENT

- Designed compliance-signal system routing research on regulatory risk and data governance gaps directly to Legal and Product.
- Founded a Certified UX Observer program to train PMs, Designers, and Product Ops staff to run bias-aware studies.
- Cut research analysis time from 2 weeks to 2 days via AI-assisted synthesis.
- Reframed a stalled AI-feature adoption narrative around workload and trust, redirecting roadmap priority toward cost-forecasting and oversight fixes.
- Ran direct-observation research with the loudest critics of a mandatory UI design, validating their complaints and helping reverse the rollout until the feature met usability criteria.

SR. PRODUCT MANAGER, USER GUIDANCE STRATEGY &

PRINCIPAL PRODUCT ANALYST, RESEARCH & INNOVATION

Paycor Inc. | Cincinnati, OH | 2019-2021

- Owned strategy, governance, and roadmap for Paycor's in-app help (using Pendo) aimed at increasing feature adoption and reducing support and training tickets.
- Built a data-governance Center of Excellence (COE) training PMs on data tagging and taxonomy, establishing a single source of truth used in C-suite reporting.
- Led R&D on a self-service onboarding concept using in-app walkthroughs that served as groundwork for the final version shipped to product the next year.
- Helped stand up Paycor's first dedicated Research & Strategy team, including onboarding and mentoring a new full-time hire.

EARLIER CAREER

- Paycor Inc. | Principal Product Designer, Lead Researcher, UX Architect | 2012-2019
- Quest Diagnostics Healthcare IT Solutions | Lead + Senior Designer | 2008-2012