

D'MARCUS GRAVES

Enterprise UX Researcher & Systems Strategist

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Dallas, TX

EXECUTIVE SUMMARY

I work where people, systems, and strategy intersect. My background spans technical and operational environments, enterprise technology, UX research, design, and entrepreneurship. That range shapes the way I approach UX: I don't only look at the interface. I look at the environment surrounding it—the people using the system, the process behind the interaction, the information moving through it, and the decisions the organization needs to make. My work sits at the intersection of research, systems thinking, strategy, and practical execution.

PROFESSIONAL EXPERIENCE

UX Research Lead & Strategy Consultant | Independent UX Consultant

DEC 2018 - PRESENT | DALLAS, TX

- Delivered UX research, product strategy, and design consulting for enterprise clients including Weight Watchers, Mercedes-Benz USA, and Word of Truth Church.
- Integrated Generative AI tools to accelerate interview transcription and qualitative synthesis across multi-client engagements.

Loss Prevention Analyst | Marriott International

MAY 2023 - MAR 2025 | IRVING, TX

- Applied UX research methods (field studies, contextual interviews) to evaluate emergency safety workflows.
- Designed structured visual documentation and Figma pitch decks for staff training.
- Impact: Achieved a +40% increase in task completion and +35-40% policy comprehension improvement across staff workflows.

UX Researcher | Sogeti / Capgemini (First Command Financial)

AUG 2021 - SEP 2022 | FORT WORTH, TX

- Architected qualitative and quantitative research to optimize Salesforce Service Cloud workflows for financial advisors.
- Benchmarked SUS and task metrics during Sprint 2 discovery to identify friction in legacy client onboarding.
- Facilitated alignment workshops with PMs, designers, and engineering leads, mapping designs to SLDS components.
- Impact: Delivered a 60% reduction in task completion time, 25% reduction in onboarding cycle time, 45% increase in advisor daily output capacity, and boosted platform SUS scores from 65.9 to 83.5.

- Led brand architecture, web design, and market research for a culinary startup ecosystem.
- Designed a contactless dining/booking experience, plus book design and marketing strategy that secured a Good Morning Texas TV appearance (Feb 2023).
- Impact: Reduced booking drop-off by 25%, accelerated task completion by 50% (2x faster), and increased client engagement by 25%.

CORE COMPETENCIES & METHODOLOGIES

RESEARCH METHODS	SYSTEMS & STRATEGY	TECHNICAL & DESIGN TOOLS
Contextual Inquiry, Field Discovery, Heuristic Evaluations, Usability Testing, Quantitative Baselines, SUS Benchmarking, Task Analysis, Persona & Journey Mapping.	Systems Thinking, Double Diamond Framework, Generative AI Synthesis, Salesforce SLDS Integration, Agile UX, Workflow Optimization.	Figma, Adobe Creative Cloud, Salesforce Service Cloud, Qualtrics, UserTesting, JIRA, Confluence, Azure DevOps.

EDUCATION & CERTIFICATIONS

B.A. Visual Communications, Minor in Communications Technology — University of Texas at Arlington (2020)	A.A. Business Management — Tarrant County College (2016)
Enterprise Design Thinking Practitioner — IBM	UX Foundations: Research & Agile Foundations — LinkedIn Learning