

NICK ANSEL

Research Leadership · Mixed Methods · Product Strategy · Research Operations · Service Design

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PROFESSIONAL SUMMARY

Research and strategy leader with 14+ years of experience leading mixed-methods research across commerce, banking, tax, operations, products, services, and enterprise platforms. Player-coach recognized for developing researchers who go on to lead high-impact qualitative, quantitative, and mixed-methods studies that inform critical customer, product, and business decisions.

Experienced in building and scaling research functions from the ground up, establishing intake, prioritization, governance, and delivery frameworks that increase the visibility, adoption, and influence of insights across organizations. Known for translating ambiguous business and product challenges into clear research strategies that uncover strategic opportunities across customer experiences, services, operations, and digital products.

PROFESSIONAL EXPERIENCE

Sr. Manager, UX Research & Usability · Lowe's Companies, Inc. — Remote

Jun 2022 – Apr 2026

Built and led the enterprise research function supporting store, selling, operations, and supply chain platforms used by 300,000+ associates and millions of customers.

- Transformed research from a fragmented capability into a strategic function supporting 300,000+ associates by building Lowe's research operating model, governance standards, participant infrastructure, repositories, and delivery frameworks from the ground up.
- Scaled research capacity nearly 7x by growing a mixed-methods team from 3 to 20+ researchers and implementing hiring, onboarding, leveling, coaching, and quality frameworks.
- Corrected a flawed experiment that had indicated treatment failure — recovering a significant revenue opportunity the business had written off.
- Identified 7-to-9-figure efficiency and revenue opportunities across store and supply chain operations through quantitative measurement, AI-assisted workflows, and mixed-methods research.
- Cut time-to-insight 20 to 60 percent through panel infrastructure, AI-assisted synthesis, and shared tooling that let researchers run instead of stop and rebuild.
- Embedded customer evidence into roadmap, planning, and investment decisions across enterprise platforms through stronger stakeholder engagement and integration into product planning cycles.

Director, Experience Strategy & Insight · Projekt202 / Amdocs — Dallas, TX

Jul 2021 – Jun 2022

Led research and experience strategy helping enterprise clients in banking, fintech, and telecom modernize products and decisions through customer-centered research.

- Brought the CEO of a global tax firm into the research process for the first time — the findings shifted organizational strategy and contributed to a major platform engagement.
- Replaced opinion-driven roadmaps with customer evidence across banking, fintech, and enterprise SaaS clients at the moment investment decisions were being made.
- Built and standardized a consulting research practice — methodology, quality frameworks, delivery expectations — that scaled across engagements without losing rigor.
- Facilitated executive immersion workshops where customer evidence, not internal assumption, became the foundation for product and investment decisions.

Senior Experience Strategist · Projekt202 — Dallas, TX

Mar 2018 – Jul 2021

Led research and strategy for enterprise clients across financial services, tax, logistics, telecom, and supply chain — turning field evidence into product direction.

- Mapped Sprint's omnichannel experience across retail, digital, and contact center — built the first shared prioritization framework across all three channels and grounded Sprint's next-generation platform strategy in customer evidence.
- Found a supply chain error pattern at a global apparel retailer nobody had documented — a behavioral workaround with real financial exposure — and translated it into two platform solutions that caught the problem before it shipped.
- Established discovery-first research at MUB/MUFG, shifting teams from validation-only to genuine inquiry at a critical point in their modernization program.

- Delivered future-state experience frameworks for Fiserv's core banking platforms built from field research across branch, teller, and contact-center operations.

Experience Researcher · Projekt202 — Dallas, TX

Dec 2015 – Mar 2018

Conducted field and evaluative research across banking, retail, logistics, and telecom — informing platform modernization and greenfield product development.

- Mapped SMB operator workflows for a freight brokerage platform — surfaced systemic workarounds that had never been documented and directly informed a product overhaul.
- Conducted field research inside FedEx Office locations — capturing behavioral evidence that guided retail and operations redesign at scale.
- Supported core banking modernization at regional financial institutions through exploratory research, usability testing, and workflow analysis across teller, service, and core banking.

Delivery Lead · Oven Bits — Dallas, TX

May 2015 – Nov 2015

- Kept a multi-discipline team aligned through a compressed development cycle — holding the thread between customer vision and technical execution to bring a connected consumer product to market.

Digital Strategist · TRG / The Richards Group — Dallas, TX

Dec 2011 – May 2015

- Drove measurable purchase intent lift for a national QSR brand through integrated digital and research strategy built to prove it worked, not just report on it.
- Delivered meaningful traffic growth and organic reach for a casual dining brand through content and SEO strategy grounded in customer behavior.
- Pitched, won, and executed a best-in-category website relaunch for a regional financial institution — designed around how customers actually make financial decisions.

SKILLS & EXPERTISE

- Research Leadership:** Player-coach · Team building & coaching · Researcher development · Cross-functional influence · Organizational alignment · Executive communication · Workshop facilitation
- Mixed Methods Research:** Qualitative research · Quantitative research · IDIs · Usability testing · Concept testing · Surveys · Synthesis · Journey mapping · Generative & evaluative research · Field research
- Research Operations:** Intake & prioritization · Research governance · Participant panels · Repositories · Delivery frameworks · Research enablement · Research literacy
- Measurement & Analytics:** UX metrics · Survey design · Behavioral analysis · Quantitative methods · A/B testing · AI-assisted research tools
- Tools:** UserTesting · dscout · Maze · Medallia · FullStory · Miro/FigJam · SurveyMonkey · Google Analytics

EDUCATION & CERTIFICATIONS

- BA, Corporate & Organizational Communications** College of Charleston, SC
- Certified Scrum Master (CSM)** Scrum Alliance
- Manager Leadership Experience** Lowe's Leadership Development Program