

DENNIS LAGMAN

MIXED METHODS RESEARCH LEADER

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PROFESSIONAL PROFILE

A User Research leader with 10+ years of experience in generative and evaluative research, excelling in leading and scaling research teams to drive product, marketing, and design decisions. Skilled at integrating user-centric insights into strategic planning and known for turning complex research findings into actionable insights that fuel innovation and business growth.

SUMMARY OF QUALIFICATIONS

- **Research Leadership:** Proven ability to establish and scale research functions, operationalizing user research across organizations.
- **Strategic Insight:** Expertise in crafting research roadmaps that align with business objectives, ensuring impactful product and design decisions.
- **Methodological Expertise:** Proficient in a wide range of qualitative and quantitative research methodologies, including user testing, experience mapping, persona development and surveys.
- **Stakeholder Collaboration:** Skilled at fostering cross-functional partnerships, translating user insights into compelling narratives that drive change.
- **Data Integration:** Competent in leveraging behavioral data analytics to enhance research findings and track user behavior across platforms.

PROFESSIONAL EXPERIENCE

Head of User Research

Binance.US | Vancouver, BC (Remote) | MAR 2023 - PRESENT

- Built and scaled the user research function, embedding user insights throughout the product development lifecycle.
- Developed and implemented a comprehensive research roadmap, collaborating with product, design, and marketing teams.
- Integrated behavioral analytics into research processes, enhancing understanding of user behavior across web and mobile platforms.

Head of User Research

Dapper Labs | Vancouver, BC (Remote) | MAY 2022 - NOV 2022

- Established research roadmaps that informed design and product strategies across multiple lines.
- Introduced innovative research methodologies and tools, delivering continuous, actionable insights.
- Partnered with cross-functional teams to prioritize and execute research initiatives, driving design direction and decision-making.

Director of User Research and Consumer Insights

ecobee | Toronto, ON | JUL 2020 - MAY 2022

- Transformed ecobee into an insights-driven organization, guiding product, marketing and design decisions with evidence-based research.
- Streamlined research operations by establishing roles, tools, and processes that improved efficiency and effectiveness.
- Collaborated with senior leadership to set research priorities that directly support business goals.

Manager, User Research

ecobee | Toronto, ON | JAN 2019 - JUL 2020

- Built and led a team of researchers embedded across eight core products, providing vision and advocacy.
- Drove the execution of high-impact research studies, communicating insights that influenced product evolution.

Lead User Researcher

ecobee | Toronto, ON | APR 2017 - JAN 2019

- Designed and executed mixed-method research studies, ensuring comprehensive insights informed product development.

Manager, User Research

LoyaltyOne | Toronto, ON | APR 2015 - APR 2017

- Led the hiring and development of junior researchers, establishing frameworks that improved user experiences across platforms.

User Researcher

LoyaltyOne | Toronto, ON | SEP 2014 - APR 2015

- Spearheaded all user research initiatives, supporting iterative design and development processes.

EDUCATION & PROFESSIONAL DEVELOPMENT

Insights Professional Certification in Analytics

Insights Association

User Experience Researcher Certification

Akendi

Master of Design in Inclusive Design

OCAD University

Bachelor of Business Administration, Honors Degree in Marketing

The University of Manitoba