

Nathaniel Bonham

☎ (248)-894-9425 | ✉ nate.bonham@gmail.com | 🏠 Ann Arbor, MI | 💻 nateux.com

[in] <https://www.linkedin.com/in/nathanielbonham> | 📄 <https://natebonham.substack.com/>

SUMMARY

Research leader, strategic partner, and mentor. 15+ years bringing clarity to ambiguous problems, transforming research practices, and shaping global products enjoyed by millions (Halo Infinite, JSTOR, The Sims).

My background combines a BBA from Ross and an MSI in Human-Computer Interaction from the University of Michigan, giving me the ability to connect product roadmaps, research strategy, and measurement frameworks into a coherent, actionable story.

RELEVANT EXPERIENCE

World Wide Technology (WWT) Senior User Researcher

Ann Arbor, MI (remote)
04/2026 - Present

Researcher at WWT, a \$20B+ global technology solutions provider, owning research programs across internal AI tooling and enterprise client engagements.

Accomplishments:

- Appointed to interim Research Department Lead (August 2026), taking ownership of department operations while manager is on leave.
- Designed a repeatable AI services sales workshop, piloted with Spin Master — enabling sales to independently run structured AI discovery sessions with client stakeholders.
- Built a Claude-powered workshop builder currently completing usability testing before organization-wide release to sales and design teams.
- Unblocked a politically stalled enterprise fleet management engagement — aligning product, brand, and design stakeholders across competing agendas to secure research approval and move the program forward.

Electronic Arts Senior User Researcher

Ann Arbor, MI (remote)
10/2023 - 06/2025

Embedded strategic researcher on Project Rene, EA Maxis' unreleased next-generation mobile-first, multiplayer entry in The Sims franchise.

Accomplishments:

- Transformed UX research from a downstream service into a strategic studio capability — embedding it into product planning, feature development, and decision-making across EA Maxis.
- Co-created "Building for Our Players," a studio-wide series educating 80+ staff on research capabilities and the mobile-first audience — expanding research intake across PMs, directors, and game design teams.
- Reframed playtest findings as roadmap misalignment, presenting to 80+ staff at an in-person all-hands and facilitating immediate design and game design workshops on four critical product gaps; leadership restructured pods around those gaps.
- Prioritized foundational research on controls, Sim autonomy, and multiplayer framework — identifying risks early enough to avoid costly or irreversible decisions later, and improved controls ease-of-use score by 55%.
- Shifted EA's competitive analysis and exploratory research processes from broad product evaluations to a targeted, decision-driving framework tied directly to product strategy.
- Mentored researchers and coached cross-functional teams on interpreting behavioral data (BigQuery, Looker) to ensure findings were understood and acted on.

ITHAKA
Senior User Researcher

Ann Arbor, MI
12/2019 - 10/2023

Core member of JSTOR's Tools+Teaching product leadership team; led org-wide research with faculty, librarians, and undergraduate, graduate, and doctoral students for the integration of Artstor — a platform serving 1,500+ academic institutions across 45 countries — into JSTOR.

Accomplishments:

- Led Artstor's integration into JSTOR by building and championing a User Outcomes Framework adopted org-wide; 90%+ of Artstor faculty confirmed JSTOR now meets their image and teaching needs.
- +16% increase in platform ease of use following a major content viewer redesign I initiated — spotting an unreported usability crisis, building the case with behavioral and analytics data, and securing VP, President, and board approval for the change.
- Shifted organizational priorities toward mobile — presenting findings to 100+ staff org-wide and building the data case that drove platform-wide rendering improvements and established mobile standards governing all future feature development, ensuring equitable access for global learners without desktop devices.
- Co-created annual Strategy, Metrics, and Tactics roadmaps, KPIs, and OKRs alongside product, design, and engineering leadership — embedding research into organizational decision-making cycles.
- Mentored an Associate User Researcher to promotion within one year.

Microsoft
User Research Specialist (contract via Harman International)

Redmond, WA
10/2017 - 11/2019

Autonomous researcher on Halo Infinite's multiplayer experience at 343 Industries, covering launch maps, modes, sandbox, gamefeel, player onboarding (The Academy), and the Forge level editor.

Accomplishments:

- Reframed Halo Infinite's entire multiplayer strategy — pivoting from an Overwatch competitor to a modernization of classic Halo — by designing, executing, and analyzing a 60-participant foundational playtest study; the shipped game earned a 9/10 from IGN.
- Redefined The Academy's design goal from teaching advanced mechanics to building player confidence — constructing a hierarchy of new-player needs that shaped an onboarding experience Polygon called "necessary to play" even for Halo veterans.
- Identified critical usability failures in Forge — 6 of 7 participants unable to control object orientation, 5 of 7 lost in menu navigation — prompting the lead designer to overhaul controls, object browser, and navigation schemes.
- Scoped, moderated, and analyzed 10+ "Day of Play" playtests; co-authored findings-and-action-plan reports with design leads that were distributed studio-wide.

 EARLIER EXPERIENCE

ForeSee (now Verint)
Hybrid Analyst (CX + UX Research)

Ann Arbor, MI
2014 - 2016

Hybrid Analyst (CX + UX Research) serving 16 clients across retail, consumer goods, healthcare, and financial services — delivering insights across 41 active measures.

Accomplishments:

- Achieved 100% client retention across a 16-client portfolio — more than 40 percentage points above ForeSee's ~60% company average — by redesigning delivery to focus on prioritized, actionable insights rather than score walkthroughs.
- Pioneered the Hybrid Analyst model by identifying a gap between CX and UX deliverables, advocating to leadership to combine them, and earning dedicated training to own the new offering independently — a role the company subsequently formalized.
- Synthesized session data, survey data, heuristics, and video replay into focused recommendations that drove measurable product changes, including a full homepage and navigation overhaul at Hunter Douglas.

CFI Group Program Manager

Ann Arbor, MI
2011 - 2014

Program Manager delivering CX measurement programs for clients including Best Buy Canada, Cabela's, American Cancer Society, and SaskTel — CFI Group's second-largest client.

Accomplishments:

- Improved program margins on the SaskTel account from 8% to 43% in one year after taking over lead responsibilities.
- Served as primary client contact and pod lead across a portfolio of CX measurement programs, owning scoping, delivery, and client training end-to-end.

EDUCATION

University of Michigan Master of Science in Information

Ann Arbor, MI
09/2015 - 04/2017

- Concentration: Human-Computer Interaction, User Experience Research and Design
- Graduate Student Instructor, SI 310 — Information Environments and Work
- Summer Internship at Blizzard Entertainment, 2016
- Elected Event Coordinator for the School of Information Masters Association — organized student community events and served as a student voice to faculty and program administration.

University of Michigan Ross School of Business Bachelor of Business Administration

Ann Arbor, MI
09/2001 - 04/2005

- Concentration: Business Administration & Marketing

MENTORSHIP & COMMUNITY

University of Michigan School of Information | Mentor & Guest Lecturer | Sep 2024 – Present

- Mentor to 9 students through the Engaged Learning Leaders program, supporting their first client engagements.
- Guest lecturer in Quantitative Research and Visual Storytelling courses (undergraduate and master's level)
- Advisor to students from non-traditional backgrounds applying to Michigan.

Tech Threats Against Democracy (Voters Not Politicians) | Policy Advisor | Feb 2026 – Present

- Volunteer advisor on AI policy drafts addressing the use of artificial intelligence in elections, contributing research and UX perspective to civic technology advocacy.

SKILLS

Research & Insight Methods: A/B testing, behavioral analytics, competitor analysis, concept testing, ethnographic research, experimental design, focus groups, heuristic evaluations, in-depth interviews, mixed-methods research leadership, playtesting, RITE studies, surveys, usability studies, user journey mapping, workflow analysis

Tools & Platforms: Asana, BigQuery, Excel, Figma, Glean, Google Analytics, Hey Marvin, Looker, Miro, Qualtrics, Tableau, UserTesting.com

Organizational Processes: Agile, design sprints, empathy mapping, insight-to-action frameworks, mentorship and coaching, opportunity solution trees, OKRs, participatory research practices, research democratization, roadmapping, SMART goals, Strategy Metrics Tactics workshops, user outcomes frameworks

AI & Agentic Workflows: Agentic workflow design, Claude Code, Claude Skills (custom AI tool development), Cowork, Devin, prompt engineering, usability research on AI-powered products. Honors graduate, AI Native Engineering (AINE) Bootcamp in Agentic Workflows.