

Anthony J. Siradakis, Ph.D.

Senior UX Researcher | Product Strategist | Behavioral Scientist | www.siradakiscreative.com

SUMMARY

Versatile product researcher and digital strategist with 10+ years of experience shaping customer centered solutions across multiple industries. Skilled in translating user research into impactful product decisions, driving cross-functional alignment, and balancing business objectives with exceptional user experience. Expertise spans product lifecycle management, stakeholder collaboration, and data-informed product strategy.

Product Strategy & Roadmapping	Mixed-Methods Research (Qual + Quant)	Cross-Functional Team Leadership
Data Synthesis & Executive Storytelling	Integrative AI Tools	8 years SaaS Product Experience

PROFESSIONAL EXPERIENCE

Senior User Experience Researcher, *Veracity Consulting Group* 2023 - 2025

- Led research-driven product strategy, aligning user insights with business goals to inform roadmaps, feature prioritization, and go-to-market plans.
- Defined and executed end-to-end research frameworks integrated with product management processes.
- Partnered with product managers and design leads to co-create MVP definitions, success metrics, and iterative development plans.
- Delivered actionable recommendations to executive stakeholders, directly impacting product OKRs and organizational KPIs.
- Mentored cross-functional teams, fostering a research-driven product culture across multiple departments.

Senior Digital Strategist, *Marquee Consulting Group* 2019 - 2021

- Drove user research shaping multi-year digital product and service strategies for clients across multiple sectors.
- Partnered with client-side product managers to define customer journeys, validate feature hypotheses, and identify market opportunities.

- Applied research insights to inform feature prioritization, and release planning in Agile environments.
- Conducted usability studies, customer interviews, and data analysis to reduce risk and improve product-market fit.

Product Strategist & Behavioral Analyst, *BDG Marketing Services* 2017 - 2019

- Piloted competitive analysis and user research to support product strategy recommendations for retail and service clients.
- Worked closely with marketing and product teams to optimize digital funnels, improve conversion, and enhance user satisfaction.
- Provided research-backed insights for roadmap discussions, market expansion decisions, and feature development.

User Experience Researcher & Digital Strategist, *William & Mary* 2015 - 2018

- Integrated UX research findings into strategic enrollment and communication planning for graduate programs.
- Supported digital product development for admissions platforms, influencing design improvements and messaging effectiveness.
- Collaborated with leadership on data-informed decision-making to increase application rates and user engagement.

EDUCATION

Ph.D., *Organizational Policy, Planning & Leadership (Behavioral Economics)* 2015 - 2020
William & Mary

M.B.A., *Strategy* 2018 - 2020
William & Mary – Raymond A. Mason School of Business

M.S., *Human Resources Management* 2011 - 2013
Central Michigan University

B.S., *Journalism & Public Relations* 2005 - 2008
Central Michigan University

CERTIFICATIONS

Google UX Design Professional Certificate

UX & PRODUCT MANAGEMENT COMPETENCIES

- Product Strategy & Roadmapping
- MVP Definition & Iteration Planning
- Mixed-Methods Research (Interviews, Usability Testing, Surveys, A/B Testing)
- Behavioral Economics & Decision Science
- Persona Development & Journey Mapping
- Agile Product Development Collaboration
- Executive Stakeholder Communication
- Competitive Market Analyses, Heuristic Evaluation, Card Sorting, Concept Testing

TOOLS & SOFTWARE

Figma, FigJam, Miro, Qualtrics, UserZoom, Airtable, Tableau, SPSS, Microsoft Excel, PowerPoint, Word, SurveyMonkey, Slack

PROFESSIONAL REFERENCES

Available upon request