

# Brayden Decker

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## SUMMARY

Mixed methods researcher who builds quantitative research programs — Bayesian analysis, conjoint, market simulation — in B2B environments where the buyers are professional operators in regulated industries. Established research practices from zero at three companies, synthesized 10+ data sources into segmented market intelligence that reshaped GTM strategy, and built AI-enabled analysis infrastructure that made 1,000+ call research programs feasible. Deep domain expertise in fintech, financial services, and legal tech.

## EXPERIENCE

### Plaid | Senior Product Researcher, B2B Lead | July 2022 – Present

- Led a brand segmentation program as sole B2B researcher across five product areas, synthesizing 11 data sources — n=800 conjoint survey, 900+ Gong transcripts, 32,000+ CRM opportunities — into segmented findings by vertical, org type, and buyer persona that revealed that operational efficiency (+21pp, P=0.99) and integration ease (+20pp, P=0.98) drove fraud deals. Directly reshaped Plaid's 2025 GTM strategy and product positioning.
- Built a rolling B2B participant panel combining study-to-study opt-in recruitment, vendor panels, and in-product intercepts across hard-to-reach populations — developers, risk professionals, financial institution operators — enabling continuous discovery
- Built AI-enabled research infrastructure — human-in-the-loop synthesis, large-scale qualitative analysis pipeline, LLM-powered sales call coding — reducing analysis turnaround by 3x and making the 900+ call brand program feasible at a scope that would have required a multi-person team.

## **Filevine | Founding Product Researcher | June 2021 – July 2022**

- Established the UX research practice from zero at a hyper-growth legal tech company, building B2B recruitment pipelines for hard-to-reach legal professionals (attorneys, paralegals, legal ops) and a Research Ops framework that gave product teams direct buyer input and embedded research into product cycles across four product teams
- Mapped multi-step litigation workflows from intake through settlement – identifying friction in compliance handoffs and document management – which directly informed a document automation initiative
- Synthesized product analytics with qualitative research into behavioral persona models that gave product teams durable archetypes anchored in workflow patterns

## **InsideSales (XANT) | Manager, Product Research & Design (previously Product Researcher) | Aug 2019 – June 2021**

- Validated predictive AI models against real user behavior across four operator types – sales reps, managers, ops, and executives
- Triangulated behavioral telemetry with qualitative field research to validate predictive AI models against real user outcomes, killing a not-yet-ready product before it could tarnish the company brand

## **NICE inContact | UX Researcher | July 2018 – August 2019**

- Ran experiments, usability studies, and SUS benchmarking across an enterprise contact center platform with three user types – agents, supervisors, and VPs resulting in a redesigned supervisor dashboard
- Synthesized multi-persona findings into information architecture changes that led to an enhanced CRM-native agent that dramatically increased qualitative satisfaction

## **EDUCATION**

**MS, Informatics** : University of California, Irvine **BS, Industrial-Organizational Psychology** : Brigham Young University – Idaho

## **SKILLS & METHODS**

**Quantitative & Statistical:** Market Simulation, Conjoint Analysis, Key Driver Analysis, Bayesian Analysis, Experimental Design, Python (pandas, scipy, statsmodels), SQL, Qualtrics

**Strategic Methods:** Jobs-to-be-Done, Contextual Inquiry, Longitudinal Tracking, B2B Participant Panel Management (rolling recruitment, expert panels, hard-to-reach populations)

**AI-Enabled Research:** Human-in-the-loop qualitative synthesis, large-scale qualitative analysis pipelines, LLM-assisted thematic coding and transcript analysis

**Domain Focus:** B2B SaaS, financial services and fintech, regulated environments, multi-product platform research, professional operator workflows