

KYLE HAMEL

PROFESSIONAL SUMMARY

Research professional with over 10 years of research experience I have consulted and led research for dozens of companies on the user experience (UX) strategy of their products. Experience in leading research in the form of usability testing, user interviews, concept testing, focus groups, surveys, diary & longitudinal studies. Expertise in Artificial Intelligence (AI), enterprise, fintech, app, web, virtual reality, and video game testing & experience design. Adept at effectively communicating research to stakeholders, designers, and developers in a clear and digestible manner. Strong research and design professional with a Master's degree focused in Human-Computer Interaction.

WORK EXPERIENCE

Senior UX Researcher

BMO (contractor), 12/2025 – Present

- Lead researcher for BMO's new AI initiatives
- Directly convinced SVP, VP, and Director level stakeholders to change legacy processes, and established a research led development process for AI experiences, basing AI product and feature development on user need.
- Led foundational research on AI based financial investing experiences. Established a three stream research approach, one which evaluated gaps in the current experience, one which identified which gaps are best solved by AI experiences, and a usability stream focused on the integration of conversational AI experiences within legacy experiences.
- Leveraged multiple qualitative research streams, additional quantitative marketing research, and in product surveys to lead an AI experience strategy workshop – which served as the basis for BMO's long term AI strategy.

Staff UX & Design Researcher (L6)

Square, 03/2023 – 03/2025

- Lead researcher for Square's customer engagement and customer support products, which span over individual 11 products, including marketing, loyalty, gift card, and cloud customer directory tools.
- Dictated my own quarterly research roadmaps aligned with stakeholder input.
- Executed several high-profile projects, included one that was presented directly to the CEO, informed Square's overall strategic roadmap, and was featured in the company's investor day.
- Served as the company's AI UX expert, leading 5 AI-focused research projects, participating in 2 expert panels, and delivering 4 internal presentations on the topic
- Conducted 11 studies (7 generative, 4 evaluative) while scaling the research practice by coaching product managers, marketers, and designers across 13 distinct projects.

CONTACT INFO

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EDUCATION

Master of Arts: Human – Computer Interaction

Carleton University, Ottawa, ON

2015 – 2017

CGPA: 11.40/12

Departmental Entrance Scholarship recipient

TA-ship recipient

CLUE program participant

Honours Bachelor of Science – Psychology

University of Toronto, Toronto, ON

2011-2015

CGPA: 3.54/4

Graduated with High Distinction

Dean's List (2013-2015)

PROFESSIONAL & TECHNICAL SKILLS

Advanced: Usability Testing, Concept Testing, Generative Research, Heuristic Evaluation, User Interviews, User Surveys, Wireframing/Prototyping, Statistical Analysis, SPSS, Excel, Qualtrics, User testing Platforms & Dscout, InVision, Figma, ChatGPT & LLMs

Intermediate: Persona Creation, Ideation Workshops, Diary Studies, User-Flows, Journey-Maps, Card Sorting, Competitive Analysis

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AI UX Researcher

Microsoft (contractor), 08/2021 – 12/2022

- Conducted foundational AI UX research within the Cloud & AI organization, directly informing the experience of 71 different enterprise products.
- Published 19 studies (11 generative and 8 evaluative) in Microsoft's internal repository, and led a 3-month longitudinal study on the evolution of AI trust among enterprise users.
- Communicated research findings across the organization via regular presentations, digestible slide decks, and topline reports to drive AI product alignment.

UX Researcher

Apeiron Experience, 08/2017 – Present

- Specializing in AI user experiences, have consulted with both established companies and numerous startups on UX and CX strategy, and provide content audits, usability, and concept testing.
- Provide both quantitative and qualitative research methodology, depending on what is best suited to client needs.

UX Researcher & CX Strategist

RBCx (Formerly RBC Ventures), 08/2018 – 04/2021

- Established and led the UX research practice as the first UX Researcher, consulting with over 20 startup ventures on CX strategy and UX direction.
- Led over 50 moderated research projects and numerous unmoderated sessions across B2B, B2C, Health, Home, and Auto sectors. Led foundational research informing the UX of most successful ventures – Ownr, Dr.Bill, & MyDoh.
- Core to my responsibility was to consult with over 20 startup Ventures on their customer experience strategy and the direction of their products' UX.
- Collaborated with founders, product owners, and designers on UX, UI, product roadmaps, and business models, and coached teams to self-serve research.

Graduate Researcher & TA

Carleton University, 09/2015 – 09/2017

- Conducted my own independent research on the UX of an applied AI in Adaptive User Interfaces.
- Designed and developed an Android application with an Adaptive User Interface for my research
- Being a member of two labs, I ran experiments on virtual reality and wearable technology.

Junior UX Researcher

Akendi – UX Design Firm, 05/2016 – 09/2016

- Responsible for developing project proposals and competitive analyses for new clients
- Conducted over 10 usability tests, produced wireframes/prototypes for testing, and helped create deliverables
- Led development of building 2 internal UX research tools for diary studies and card sorting research.

Research Assistant

University of Toronto, 12/2012 – 04/2015

- Was an active member of four different research labs that conducted research in a number of different areas including, UX, memory & cognitive psychology, facial recognition, social psychology, aging & moral development.
- I conducted two of my own independent studies, one focusing on memory of text in a user interface, and the other on facial recognition.
- Responsibilities included running experiments with 100s of participants, recruiting participants, documenting, organizing, and running preliminary statistical analysis on result data.