

MATT BRZOWSKI

Salt Lake City, UT | 801-814-0835 | matthew.brzowski@gmail.com | [linkedin.com/in/mattbrzowski](https://www.linkedin.com/in/mattbrzowski)
AI Product Research Lead | Insights Systems | Research Democratization

Professional Summary

Product research leader who builds the systems that put customer voice where product decisions happen. At BambooHR, built a customer insights system used by 70% of the company, ran a democratized research practice for a 100+ person Product org as its sole researcher, and led validation of the Bamboo AI product vision. Previously promoted to Research Manager at AnswerLab and worked as a full-stack engineer. Mixed-methods experience across HR tech, fintech, SaaS, and healthcare.

Experience

Senior Product Researcher, BambooHR (2024 - 2026)

- Built the company's customer insights system: a research repository used by 70% of 1,600 employees, a Dovetail-to-Databricks transcript pipeline, and MCP and API access that put customer evidence inside Claude, ChatGPT, Figma, and Maze.
- Ran a democratized research practice as the sole researcher for a 100+ person Product org. Coached 70 designers and PMs through shared standards and templates, cut time from request to insight from weeks to days, and launched a 300+ customer feedback community in Slack.
- Led the validation program for the Bamboo AI product vision. Broke a leadership prototype into testable bets and completed phase 1, shaping the shift from forms and wizards to chat as the primary interface and to AI as a coworker that acts under user-defined permissions.
- Led a dotted-line research guild of 6 to 8 product designers, running study support and a recurring AI in HR research program on personas and AI trust.
- Led user research and adoption for an internal AI-native SDLC platform where teams build shared, cloud-run agent pipelines from discovery to shipped PR.
- Designed the research system for an in-product experimentation environment for live-code prototypes, including hypotheses, success metrics, participant targeting, and ship, pivot, or kill criteria.
- Founded the AI in Research program, setting principles, training, and governance for responsible AI use across Product, CX, and Marketing.

Senior UX Researcher, AnswerLab (2022 - 2024)

- Promoted to Research Manager in 2024 to lead a team of 9 researchers.
- Led end-to-end engagements for enterprise and growth-stage clients across fintech, SaaS, healthcare, and consumer products.
- Advised Fortune 50 tech and financial services clients on research strategy, AI readiness, and user trust, turning mixed-methods findings into executive narratives.

UX Engineer & Researcher, NestEgg Online (2018 - 2022)

- Built and led a lean research program inside Agile cycles, running qual and quant studies that guided new features.
- Shipped full-stack web and mobile code, from interfaces to back-end services.

Research Program Manager, University of Utah (2014 - 2018)

Methods & Tools

AI product research, insights systems, research democratization, responsible AI governance, ResearchOps, mixed methods, survey design, usability testing, statistical modeling. Tools: Dovetail, Databricks, Maze, Figma, Claude, MCP, Python, R, SQL.

Education

M.S. Human Factors, San Jose State University, 2020

B.S. Psychology + Human Factors, University of Utah, 2017