

CHRISTOPHER LETTEER

MIXED METHODS USER RESEARCHER

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OVERVIEW

UX Researcher with five years of experience conducting qualitative and quantitative research across sports betting, gaming, and other digital products. Skilled in usability testing, interviews, surveys, and translating user feedback into actionable product decisions. Experienced partnering with Product, Design, Marketing, and senior stakeholders to improve experiences, validate new features, and identify opportunities for growth. (Portfolio Password: Kane88)

EXPERIENCE

User Experience Analyst | bet365 | Denver, CO | July 2025 - Present

- Conduct rapid surveys during major sporting events and seasons to inform leadership on customer expectations for rewards and promotions such as injury protection
- Led interviews with initial VIP customer cohort to shape expansion of bet365's VIP program
- Survey customers to inform marketing campaign design and promotion planning
- Test and validate new features and designs via usability testing across sportsbook and casino products
- Launch quarterly always-on surveys and reporting for new, active, VIP, and lapsed customers

User Experience Researcher | Sleeper | Portland, OR | June 2023 - October 2024

- Identified fall-off points in KYC flow through usability testing, improving under-25 success rate by 21%
- Identified key markets and promotion types increasing sports-betting users and revenue
- Led workshops for app rebrand and marketing refresh
- Created user personas for use by senior stakeholders and guided data clustering of existing users
- Established data monitoring process for new feature validation
- Validated tab-based redesign of mobile app ahead of launch through user testing

UX Researcher | Madest Studio | Ann Arbor, MI | January 2022 - June 2023

- Defined research needs with client stakeholders and design team
- Designed and conducted iterative research in Agile environment
- Identified need for damage reporting system in auto-glass installation app reducing fraudulent insurance claims
- Conducted usability tests of mobile repair scheduling and inventory app

EDUCATION

Master of Science in Information - UX Research & Design | University of Michigan | Ann Arbor, MI | 2021

Bachelor of Arts - International Studies | University of Michigan | Ann Arbor, MI | 2018

SKILLS

Interviews, Surveys, Usability Testing, Contextual Inquiry, Ethnography, Data Analysis, Heuristic Evaluation, Journey Mapping, Competitor Benchmarking, Accessibility, UI Design

TOOLS

UserTesting, Qualtrics, Maze, SurveyMonkey, Sensor Tower, Figma, Excel, Q, BigQuery, LogRocket, Amplitude