



Craft Lead (UX/UR) - User Research Lab

Montreal - Full-time - 743999924019083

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At Ubisoft Canadian User Research Lab, we contribute to creating the best gaming experiences by putting players - their behaviours, motivations, and more - at the centre of the player experience. Working hand in hand with production teams, we deliver in-depth player insights to guide decision-making, combining state-of-the-art qualitative and quantitative analysis through a variety of methodologies and data sources to do so.

About the role

The Craft Lead's responsibilities can be summarized by the onboarding and continuous development of craft experts, the implementation of initiatives ensuring the continual improvement of their craft, leading to the delivery of accurate, relevant, and actionable player insights to productions. This key role contributes to the development and implementation of strategic initiatives that drive growth of our team and strengthen the partnership mindset with our stakeholders.

The User Research Craft Lead focuses on helping experts carry influence on projects and productions while providing impactful insights. Their mandate is to guide experts into adopting a big-picture mindset for creating efficient partnerships with productions. As a Craft Lead, you help strike the balance between the theoretical mindset of research and the actionable insights that provide value and impact. As an experienced User Researcher, you invite your experts to assess the why of doing things to become efficient partners with production leadership in their continuous effort to extend the reach of research. As a group, the impact of our research ranges from positively influencing player experience decision making process in our stakeholders to embedding the mindset of User Research into production to help anticipate their needs.

The Craft Lead, as an integral part of the Academy pole, will be on the forefront of the latest and greatest methods and continuously foster collaboration through communities of practice at Ubisoft. Craft Leads both contribute and keep track of the continuous innovation efforts at the Lab by various experts. They stay on top of the most recent breakthroughs in User Research and play a key role in democratizing the latest and greatest methods and trends. Their contribution can range from the beginning of the study (needs assessment, choice of KPIs and methods) to data analysis, both quantitative and qualitative, during and after the fieldwork and finally to report preparation & presentation.

What you'll do

- Contribute to overseeing the research quality and continual professional growth of 20+ User Research experts with managers by adopting a role of coach/mentor;

- Deliver learning and development resources on User Research (KPI definition, efficient data analysis, report writing, presenting...) based on experts' deliverables;
- Change-manage improvements to practice by documenting our learnings and innovations;
- Arrange internal project retrospectives to ensure systematic reflection and adoption of new practices;
- Explore opportunities to design state-of-the-art methods, tools & processes to increase the impact and depth of our insights;
- Establishing and maintaining efficient communications with various stakeholders involved in the department's activities;
- Collaboratively drive the recruitment and onboarding of new User Research experts, especially in terms of data analysis and reporting;
- Work hand-in-hand with team leads in a dotted-line structure with experts;
- Foster collaboration by working closely with other craft leadership colleagues and other team members to further drive knowledge development (e.g. Community of Practice, sharing sessions, best practices alignment,...)

What you bring

- A minimum of 5-7 years of experience with handling and presenting insights to high-level stakeholders in user research and/or game related environments;
- Significant hands-on experience in data analysis and insights writing/presenting;
- Experience presenting insights to diverse audience and adapt messaging;
- Knowledge of video games, user experience, and game development;
- Advanced knowledge of applied research methods and best practices - behavioural and attitudinal, quantitative and qualitative;
- Demonstrable experience supporting the growth of others, e.g. through coaching, mentorship, and/or formal training;

- Strong communication skills and an empathetic leadership;
- Experience conducting and presenting research embedded on a production or product team

What to send our way

- Your CV highlighting your education, experience, and skills

A real live person will review your application. In this case, it's our talent acquisition specialist Alexis. As he learns more about you through your profile, get to know him through the video below.

About us

Ubisoft's 20,000 team members, working across more than 30 countries around the world, are bound by a common mission to enrich players' lives with original and memorable gaming experiences. Their commitment and talent have brought to life many acclaimed franchises such as Assassin's Creed, Far Cry, Watch Dogs, Just Dance, Rainbow Six, and many more to come.

Ubisoft is an equal opportunity employer that believes diverse backgrounds and perspectives are key to creating worlds where both players and teams can thrive and express themselves.

When you join Ubi MTL, you'll discover a workplace that sparks inspiration and connection. We offer a collaborative space that provides career advancement, a host of learning opportunities, and meaningful benefits centred on well-being.

If you are excited about solving game-changing challenges, cutting edge technologies and pushing the boundaries of entertainment, we invite you to join our journey and help us create the unknown.

At Ubisoft, you can come as you are. We embrace diversity in all its forms. We're committed to fostering a work environment that is inclusive and respectful of all differences.