

Sam O'Brien UX Researcher and Designer



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Education

University of Washington

Sept 2015 - June 2019

BS, Human Centered Design and Engineering: Human Computer Interaction

Seattle, WA

- Major GPA of 3.89. Graduated June of 2019
Relevant coursework (through Spring 2019): *User-Centered Design, User Research, Usability Testing, User Interface Design, Systems Design and Technology, Prototyping Techniques, Interaction Design, Visual Communication, and Front-end Development.*

Experience

GreenEats - University of Washington

Jan - June 2019

Researcher & Front-end Developer

Seattle, WA

- Applied the user centered design cycle to develop a recipe searching website that allows users to browse and modify recipes based off of their ecologic impact. Used React.js and HTML/CSS to write the code and create the functionality and logic of the website.
- Conducted user interviews, observational studies, and card sorting activities to inform the initial design of our UI. Organized A/B testing with users to test the effectiveness of different interface elements and reflected the findings in a final hi-fi mockup that was constantly referenced during implementation.

Climate Change in VR - University of Washington, Independent Project

Mar - June 2019

UX Researcher & Developer

Seattle, WA

- Used Unity 3D to prototype a VR experience that spreads awareness about the changing climate with a multidisciplinary group of designers. Acted as lead developer over the course of the project.
- Coordinated focus groups with users and non-users of VR to understand the barriers of using VR, recruited interview participants and conducted user interviews, created affinity diagrams to encode data, and made storyboards that reflected the findings from my research.

VisInfuse - Seattle Children's Hospital

Nov 2018 - June 2019

UX Researcher & Lead Designer / Developer

Seattle, WA

- Designed a dashboard to more effectively display active drugs on an IV pump to doctors and nurses. Project managed the design phase of the project and organized competitive analysis, ideation, wire framing, and hi-fi mockups. Wrote the majority of the code and passed off the project to a teammate.
- Executed two, three hour contextual inquiries in the ICU to define problem space while interviewing nurses, facilitated focus groups to get feedback on lo-fi mockups, and reflected my findings into a revised interface. Organized meetings with project sponsor and provided succinct write ups of research and overall process being made on project.

IKEA Website Usability Test - University of Washington

Sept - Dec 2018

UX Researcher

Seattle, WA

- With a small team of researchers, designed and executed a 10-week research study with the goal evaluating the usability of the IKEA website, and how effectively the website fulfills IKEA company goals.
- Wrote a project proposal report that outlined study goals, target users, usability questions, and overarching goals. Performed a Heuristic Evaluation and a Cognitive walk through on the IKEA website to gain contextual understanding of the product. Drafted delivered a screening survey that included/excluded potential participants from the study. Created 5 tasks for participants to walk through during 8 usability tests and facilitated 5/8 sessions. Transcribed our recordings from the UserZoom tool, encoded our findings and created an affinity diagram with specific data points from our research. Designed and presented a presentation that talked about our study, our findings, and gave action able recommendations to make the IKEA website more usable.

Technical Skills

- Strong background in UX research including: planning and conducting user interviews, observational studies, contextual inquiries, surveys, affinity diagramming, and qualitative and quantitative data analysis
- Experienced with user centered design, including: user research, usability testing, storyboarding, personas, wire-framing, mockups, prototyping.
- Adept UX/UI skills with experience working in Adobe Illustrator, Adobe Photoshop, Figma, Adobe XD.
- Experience in HTML/CSS, Javascript, React, Python, and Github.