Mandi Martin · Researcher

B.S. Cognitive Science · San Francisco Bay Area, CA

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My UX industry experience pairs with 10 years of overall work experience to give me an advantage in creative problem solving, attention to detail, multi-tasking, quick learning, and participant empathy. I've lived in 5 states and worked with diverse groups of varying age, culture, and socioeconomic backgrounds.

Skills & Research Methods

• Research Methods: Surveys, interviews, usability testing, heuristic evaluations, eye tracking
• Wireframes: Balsamiq, Adobe XD
• Languages: Python, C, Swift

• Data analysis: SQL, R, Google analytics
• Interdisciplinary collaboration
• Study design and analysis

Experience

Study Facilitator, *APPLE*

08/2020 – Present
Facilitated AR/VR user studies for product development and human engineering teams
• Independently designed, conducted, and analyzed usability study of internal research app
• Facilitated studies investigating perception and physiological response to stimuli using body sensors, GSR electrodes, eye tracking, and visual measurements
• Quickly learned and perfected protocol for 8 different studies
• Modified study procedure and data collection techniques to maximize efficiency and improve participant experience
• Created training documents and procedures to standardize new hire training process
• Guided over 300 participants through studies ranging from 20 minutes to 2 hours in length

UX Researcher, *AMAZON LAB 126*

08/2019 - 11/2019
Developed, executed, and analyzed 4 studies for 2 projects as the team's sole UX researcher.
• Recruited 25 participants from stale internal research pool by creating intriguing recruiting messages and participation incentives
• Worked closely with cross-functional team (PM, app developer, linguistic expert)
• Analyzed study data using research statistics and software
• Designed studies to evaluate linguistic interpretations for auditory HCI interaction.
• Redesigned app, tested prototype, iterated design
• Conducted usability studies, surveys, and interviews

Human Computer Interaction Research Assistant, *UNIVERSITY OF CALIFORNIA, SANTA CRUZ*

01/2018 - 12/2018
Conducted lab research with wearables to study stress detection and emotional control with 200 participants.
• Measured physiological response to stress using GSR measurements
• Guided 95 participants through 60-minute study with interview and survey
• Observed and recorded participant behavior and statements during study
• Transcribed participant interviews and qualitatively coded content
• Supported remote longitudinal diary study

UX Research Project, *UNIVERSITY OF CALIFORNIA, SANTA CRUZ*

09/2017 - 02/2018
Human Factors course project of robotic coffee stand user experience
• Independently designed, executed, and analyzed usability study
 • Methods: Surveys, interviews, task analysis, usability testing
• Created Balsamiq wireframes with product design improvements
• Communicated findings in written report and lightning talk presentation, which was voted Most Persuasive by a class of 60 students

Administrative Assistant, SAN LUIS PERSONNEL SERVICES

04/2014 - 06/2015
Assisted 8 companies as a temporary employee in medical, agriculture, staffing, financial, and government environments.
• Interviewed job candidates and their references
• Utilized strong attention to detail and organizational skills
• Provided tech support and workarounds for equipment failures

Paralegal Investigator, CHRISTIANSON & ASSOCIATES

03/2013 - 08/2013
Worked closely with attorney on criminal defense cases including murder, DUI, and assault.
• Interviewed crime witnesses and incarcerated clients
• Met weekly with incarcerated clients to review case details
• Conducted research to aid defense in trial strategy and evidence

Education

B.S Cognitive Science 2018, UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Dean's Honors: Winter 2018, Spring 2018
Notable Courses: Neuroscience, Psycholinguistics, Perception, Learning & Memory, Human Factors, Research Methods, Programming, HCI