GRAYSON BUTCHER, PHD

Orange County, CA | grayson.m.butcher@gmail.com | linkedin.com/in/grayson-m-butcher/

USER RESEARCHER

User Researcher with deep expertise in behavioral science and extensive experience in end-to-end quantitative and mixed-methods research. I bring a behavior-first lens to understanding user motivations, decision-making, and frustrations and I enjoy analyzing data to expose clear, usable insights that actually make a difference. My previous work spans digital products, service & learning program design, and usability-informed researching tools that have improved real-world workflows.

EXPERIENCE

UX Research Consultant   Bit Buddies (Startup) 2025 – Present
- Guided early MVP decisions through stakeholder interviews, competitive product reviews, and concept testing interviews, resulting in revised MVP feature scope and updated positioning.
- Ran usability tests on core product flows and delivered severity-ranked issues, heavily influencing product onboarding, controls, and priorities.

Behavior & Motivation Researcher   UC Irvine 2024 – Present
- Designed a behavioral analysis app and led usability testing and interviews, replacing a manual annotation workflow with a streamlined, automated pipeline that cut typical analysis time from > 90 minutes to > 5 minutes per session.
- Lead end-to-end research projects on decision-making and motivation, from problem framing and study design to analysis and reporting.
- Built reusable analysis and visualization templates to easily communicate complex behavioral data to non-technical collaborators and stakeholders.
- Mentored and managed junior researchers and non-technical collaborators across several projects.

Behavior Researcher   University of North Texas 2020 – 2024
- Led mixed-methods studies on how context, feedback, and incentives impact motivation and decision-making, producing several insights into how users adjust to ambiguous and novel task situations.
- Produced multiple physical and digital research tools that addressed core behavioral research friction points and provided new experimental capabilities for multiple projects and labs.

Program Designer & Research Lead   University of North Texas 2018 – 2020
Mentoring Program:
- Designed and scaled a neurodiversity mentoring service from pilot to campus-wide program, using participant feedback and outcome data to refine onboarding, session structure, and support touchpoints.
- Increased engagement 4× and improved academic outcomes (GPA increase > 0.3; goal adherence > 90%).
Neurodiversity Training:
- Designed and iterated a campus-wide, self-guided online training for university staff and students.

Learning & Behavior Researcher | Graduate Researcher   University of North Texas 2017 – 2020
- Implemented and iteratively tested a university mentoring and academic coaching program for undergraduates.
- Ran task-based, usability-style studies to observe how people learn and adapt to novel situations; captured behavioral, performance, and qualitative data to understand user strategies and confusions.
- Designed and taught courses on behavior analysis and data collection, making experimental design and measurement accessible to non-specialists.

SKILLS

Methods & Approaches: Experimental design, Mixed-methods, Quantitative, Usability testing, User interviews, Surveys, Task analysis, A/B testing
Tools: Python, C++, SPSS, Prism, Microsoft Office, Qualtrics, Notion, Jupyter, Otter

Strengths: Statistical analysis, Data visualization, Storytelling & communication, mentorship, behavioral science, performance engineering, instructional design

EDUCATION

PhD, Health Services Research (Behavior Analysis concentration)   University of North Texas, 2024
MS, Behavior Analysis   University of North Texas, 2020