Gustavo Berumen

User Experience Researcher

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Summary

I am a user experience (UX) researcher specialising in integrating quantitative and qualitative analysis methods to understand our interactions with technologies and provide insights for design. I have over ten years of experience conducting human-centred research in the fields of experimental psychology, cognitive neuroscience, and human-computer interaction. I have completed internships at Philips and Unilever, and I have conducted research in Mexico, the USA, the Netherlands, and the United Kingdom. I am passionate about understanding human behaviour, the use of quantitative methods in design, finding effective data visualisations, and the design of technologies that improve our/people's lives.

PhD

2017–2022	Ph.D. Human computer interaction	*University of Nottingham, the UK*

Conducted ethnographic studies to investigate how consumer-packaged goods are utilised in the household environment and used those insights in design workshops to inform the design of smart versions of those products.

Relevant experience

Industry projects

2021–Present	I-CUBE	*University of Nottingham, the UK*

Analysed the interactions between humans and robots while collaboratively sorting laundry, with an eye towards identifying difficulties to provide insights to better respond to such situations.

2020	Tea Experience	*Unilever, the UK*

Following an Agile methodology, led a group that designed and tested a web application which provided activities tailored for different tea blends promoting wellbeing.

2019	Laundry, Pods and Community	*Unilever, the UK*

Designed and tested a prototype that used the packaging of laundry pods to provide a way to send and receive messages among their users promoting the development of social interactions.

Internships

2021	Research and Development	Unilever, *the UK*

Devised a 'data-inspired ideation approach', using data-based visualisations to explore with professional designers the far-reaching consequence of data for designing consumer goods.

2016	Brain, Behaviour & Cognition.	*Philips, the Netherlands*

Investigated the electrical activity of the brain associated with the perception of flickering light. I used Matlab to analyse electrophysiological responses and delivered a report with the results.

Skills

UX	Interviews, surveys, rapid prototyping, mock-ups, Wizard of Oz, participatory design workshops
Programming	R, Python, C++, and Matlab

Design tools	Figma, Miro, Mural
Data Analysis	Descriptive and inferential statistical analysis, social network analysis, thematic analysis
Organisational	Project management, communication, teamwork, problem solving
Languages	English (fluent), Spanish (native), French (basic)

Selected publications

An exploration into tracking the use of consumer goods with RFID. (2021). *IoT '21: 11th International Conference on the Internet of Things.*

The analysis of EEG coherence reflects middle childhood differences in mathematical achievement. (2018). *Brain and Cognition.*

Understanding the interactions of fast-moving consumer goods in cooking through a quantitative ethnographic study (Under Review).

Teaching & Mentoring

Teaching Assistant   *University of Nottingham, the UK*

Spring 20-22	Mixed Reality Technologies [Add description]	
Fall 2019	Design Ethnography [Add description]	

Co-supervisor

2019 -2021	Pedro Castillo. Master in Ergonomics	*University of Guadalajara*
	Thesis: Ergonomic properties and independence during daily activities by wheelchair users.	

Certifications

In process	PRINCE2 Structured project management method focused on defining small and manageable tasks.

Education

2015 – 2016	MSc. Human Factors & Engineering Psychology	*University of Twente, the Netherlands*
2009 – 2014	BSc. Psychology	*University of Guadalajara, Mexico*