

Jonathan Kyle Hobson

AI-Focused UX Researcher

JKHobson@asu.edu | 480-254-0268 | Mesa, AZ | LinkedIn

SUMMARY OF QUALIFICATIONS

AI-focused UX Researcher with expertise in leading cross-functional teams, optimizing user engagement by **30%**, driving ethical AI integration, and fostering a collaborative environment with a strong focus on mentorship and structured growth. Proven track record of enhancing digital interactions through data-driven insights and human-centered design.

- Collaborated across multidisciplinary teams to implement innovative AI initiatives, gaining experience suited for a university environment.
- Managed product lifecycles with a user-centered design focus, leading successful product launches and overseeing complex AI projects from conception to delivery, consistently meeting deadlines.
- Strong ability to translate business needs into technical requirements and streamline processes.

PROFESSIONAL EXPERIENCE

Lead UX Researcher

Oak AI

Nov 2023 - Present

Remote

- Achieved a **30%** improvement in user engagement.
- **25%** usability score increase by utilizing user-centered research methodologies.
- Improved testing efficiency by **40%** through streamlined recruitment and survey processes.
- Conducted competitive and market research to identify risks and opportunities.
- Established research pipeline with reusable templates and a central repository.
- Accelerated future research initiatives by **30%**.

AI Analyst

Learning Innovations, Arizona State University

Feb 2024 - Oct 2024

Hybrid

- Spearheaded the integration of AI into workflows for the "ASU for Life" program.
- Improved efficiency by **40%** with designed and implemented AI-driven chatbot.
- Conducted research on human-AI interaction to develop effective prompting techniques.
- Improved the overall user experience and quality of AI outputs by 35%.

- Increased learner satisfaction by **30%** with AI-based solutions for bridging classroom learning with real-world applications.
- Optimized chatbot performance to better meet student needs and provide real-time guidance.
- Led the AI Grader project, conducting usability tests and refining prompt structures.
- Reduced grading time by **20%** by incorporating AI grading assistance.
- **25%** increase in usability by ensuring products met the needs of both learners.

Instructional Designer

Knowledge Enterprise, Arizona State University

Apr 2023 - Feb 2024

Remote

- Pioneered AI-integrated instructional materials.
- Improved accessibility and user engagement by **10%** across ASU's digital platforms.

EDUCATION

M.S. User Experience (UX Research)

Arizona State University, 4.0 GPA

Aug 2023 - May 2024

Tempe, AZ

B.S. Technical Communication (User Experience)

Arizona State University

Aug 2020 - May 2023

Tempe, AZ

B.S. Electronic Media (Psychology)

Northern Arizona University

Aug 2010 - May 2014

Flagstaff, AZ

SKILLS

- UX Research & AI: ChatGPT, Qualtrics, Dovetails, Figma, SurveyMonkey, UserTesting
- Product Management: Agile & Scrum, Product Roadmapping, Stakeholder Collaboration
- Quantitative Analysis & Research Synthesis: A/B Testing, Usability Testing, Survey Design, Heuristic Evaluation, Netnography, Persona Development, User Journey Mapping
- Content Design & Instructional Design: AI-enhanced Materials, Ethical AI Integration, Stakeholder Feedback Incorporation
- Collaboration & Leadership: Cross-Functional Team Leadership, Empathy-Driven Design, Inclusive Research Methodologies

COMMUNITY SERVICE

Outreach & AI Integration Volunteer

The Tadini House

Jun 2020 - May 2024

Remote

- Incorporated AI solutions, including ChatGPT, to streamline content creation, grant writing, and research activities.
- Increased operational efficiency by **30%**.