

# LIAM KETTLE, M.S.

Ph.D Candidate - User Experience Researcher

## EDUCATION

- 2024

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PhD., Human Factors & Applied Cognition Psychology

George Mason University

📍 Fairfax, VA
- 2022

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M.A., Human Factors & Applied Cognition Psychology

George Mason University

📍 Fairfax, VA
- 2020

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M.S., Psychology

University of Otago

📍 Otago, New Zealand
- 2018

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B.S.(Hons), Psychology

University of Otago

📍 Otago, New Zealand

## RESEARCH EXPERIENCE

- Current

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2020

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Graduate Research Assistant

George Mason University

📍 Fairfax, VA

- Provided insights and recommendations for augmented reality visualizations for effective communication between autonomous vehicles and drivers through a systematic review of 31 relevant articles
  - Identified actionable recommendations to improve in-app navigation for feature accessibility through competitor analysis, user interviews, and iterative prototyping for a meal-kit delivery service application
  - Increased potential for product growth in identifying means to better group ordering for college students by conducting usability experiments of food delivery applications to explore users' behaviors and motivations
  - Advocated user-centric, data-driven decisions for a social justice platform to improve multi-disciplinary collaboration and communication by gathering insights about stakeholders' needs and attitudes
  - Placeholder
- 2020

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2018

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Researcher

University of Otago

📍 Otago, New Zealand

- Develop driving simulations using STI-SIM to investigate youth driver behavior in adverse weather conditions within New Zealand, measuring automotive metrics including driver speed, lane maintenance, and headway distances.
  - Analyze driver speed, lane maintenance, and headway distances, and regressed behavioral changes on qualitative survey data including driver violations, lapses, errors, risk-taking propensity, anger, and sensation-seeking.

## TEACHING EXPERIENCE

- 2020

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2019

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Psychology Laboratory Demonstrator

University of Otago

📍 Otago, New Zealand

- Taught over 70 undergraduate students across 3 class laboratories, graded 100% of student assignments, and provided constructive feedback for students

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liamkettle.com

in

linkedin.com/in/liam-kettle

## UX METHODS

Experimental design  
Survey development & design  
User testing  
User interviews  
Usability evaluations  
Hypothesis testing  
Competitor analysis  
Participant recruitment  
Data visualization

## STATISTICAL ANALYSES

ANOVA  
Regression  
Exploratory data analysis  
Correlation  
Psychometrics  
Qualitative analysis

## CODING / TOOLS

R  
SPSS  
SQL  
Qualtrics

Made with the R packages **pagedown**  
and **datadrivencv**.

Last updated on 2023-06-28.

2019  
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2018

## Cognitive Engineering Teaching Assistant

University of Otago

Otago, New Zealand

- Evaluated over 50 novel system designs across various applications of Human Factors and provided recommendations for future accident analyses



## SELECTED PUBLICATIONS & PROCEEDINGS

**Kettle, L.,** & Lee, Y-C. (2023). User Experiences of Well-being Chatbots. *Human Factors*

**Kettle, L.,** & Lee, Y-C. (2022). Augmented Reality for Vehicle-Driver Communication: A Systematic Review. *Safety*

**Kettle, L.,** Melles, L., & Simpson, K. (2022). Moderation Analysis of Gender in Social Robot Interactions. In *Proceedings of the 66th Human Factors and Ergonomics Society International Annual Meeting*.

**Kettle, L.,** & Lee, Y-C. (2021). "Welcome to your Daily Wellness Check": The Proposed Evaluation of a SMS-based Conversational Agent for Managing Health and Well-being. In *Proceedings of the 65th Human Factors and Ergonomics Society International Annual Meeting*.

Andersson, L., Ayala, A., Chan, S., Hickerson, K., **Kettle, L.,** Malcein, L., & Lee, Y-C. (2021). User Experience and Analysis of an Autonomous Shuttle Service. In *Proceedings of the 7th International Conference on Vehicle Technology and Intelligent Transport Systems*.



## SELECTED AWARDS

- Human Factors and Ergonomics Society Student Travel Award (2021)
- University of Otago Master's Research Scholarship (2019)



## PROFESSIONAL SERVICE & LEADERSHIP

Current  
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2022

### Leadership Development Committee Member

Human Factors and Ergonomics Society

- Tasked with the further development of leadership resources and pathways into the organization
- Reviewed existing literature; conducted interviews to identify user needs

2022  
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2021

### Student Chapter President

Human Factors and Ergonomics Society

- Elected leader for student chapter with 9 members and responsible for continuing active engagement with local and national organizations
- Organized 17 events including 10 guest speakers for information dissemination, recruitment, and mentorship

2021  
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2020

### Student Chapter First-year Liaison

Human Factors and Ergonomics Society

- Facilitated new student integration into the graduate program