LIAM KETTLE, M.S.

Ph.D Candidate - User Experience Researcher

🎓 EDUCATION

2024

PhD., Human Factors & Applied Cognition Psychology
George Mason University
📍 Fairfax, VA

2022

M.A., Human Factors & Applied Cognition Psychology
George Mason University
📍 Fairfax, VA

2020

M.S., Psychology
University of Otago
📍 Otago, New Zealand

2018

B.S.(Hons), Psychology
University of Otago
📍 Otago, New Zealand

💻 RESEARCH EXPERIENCE

Current
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2020

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

2020
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2018

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

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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in linkedin.com/in/liam-kettle
○ github.com/LiamKettle

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**.*

The source code is available on github.com/LiamKettle/resume.

Last updated on 2023-06-28.

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