

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 2020	Graduate Research Assistant George Mason University	Fairfax, VA	<ul style="list-style-type: none">• 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 2018	Researcher University of Otago	Otago, New Zealand	<ul style="list-style-type: none">• 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 2019	Psychology Laboratory Demonstrator University of Otago	Otago, New Zealand	<ul style="list-style-type: none">• Taught over 70 undergraduate students across 3 class laboratories, graded 100% of student assignments, and provided constructive feedback for students
-------------------	--	--------------------	--

✉ lkettle@gmu.edu
☎ 571-253-5249
🌐 liamkettle.com
in [linkedin.com/in/liam-kettle](https://www.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](#).

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

Last updated on 2023-06-28.

2019
|
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). <U+201C>Welcome to your Daily Wellness Check<U+201D>: 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
|
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
|
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
|
2020



Student Chapter First-year Liaison

Human Factors and Ergonomics Society

- Facilitated new student integration into the graduate program