

# LIAM KETTLE, M.S.

Ph.D Candidate - User Experience Researcher

## EDUCATION

2024	<b>PhD., Human Factors &amp; Applied Cognition Psychology</b> George Mason University	Fairfax, VA
2022	<b>M.A., Human Factors &amp; Applied Cognition Psychology</b> George Mason University	Fairfax, VA
2020	<b>M.S., Psychology</b> University of Otago	Otago, New Zealand
2018	<b>B.S.(Hons), Psychology</b> University of Otago	Otago, New Zealand

## RESEARCH EXPERIENCE

Current   2020	<b>Graduate Research Assistant</b> George Mason University	Fairfax, VA	<ul style="list-style-type: none"><li>Identified 29 key insights and recommendations for effective communication between autonomous vehicles</li><li>Identified actionable recommendations to increase potential for product growth of meal delivery services through</li><li>Managed 20+ researchers over 7 projects through all phases of research, from study design (literatu</li><li>Performed qualitative analysis of 19 user interviews and over 1,500 comments from online public forums identi</li><li>Demonstrated technical statistics expertise using SPSS and R statistical software to analyze quantitative (ANOVA, mult</li></ul>
2023   2023	<b>Summer Research Assistant</b> George Mason University	Fairfax, VA	<ul style="list-style-type: none"><li>Identified 5+ areas for improvement towards creating a testbed for human-machine teaming in space operations through conducting an experimental study with 20 participants.</li><li>Analyzed quantitative measures using R to provide a proof-of-concept in support of future grants towards human-machine teaming.</li><li>Collaborated with the United States Air Force Academy and mentored 2 cadets in end-to-end research.</li></ul>
2020   2018	<b>Researcher</b> University of Otago	Otago, New Zealand	<ul style="list-style-type: none"><li>Developed STI-SIM driving simulations and regressed behavioral changes on quantitative survey data of 100+ participants using SPSS to identify distinct youth driver risk factors across visibility conditions.</li><li>Systematically identified 40+ crash contributing factors at rail level crossings across New Zealand and Australia through thematic analysis of investigation reports and Subject Matter Expert survey.</li></ul>

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in [linkedin.com/in/liam-kettle](https://linkedin.com/in/liam-kettle)  
🐙 [github.com/LiamKettle](https://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](https://github.com/LiamKettle/resume).

Last updated on 2023-10-06.



## TEACHING EXPERIENCE

2020  
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2018

### Psychology Teaching Assistant

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



## SELECTED PUBLICATIONS & PROCEEDINGS

**Kettle, L.,** Herrera, K.M.G., Pithayarungsarit, P., Simpson, K.L., Sharifi, K., & Lee, Y-C. (Under Review). Exploring a Framework of Contextual Vehicle-Human Communication Features Across Driving Contexts to Enhance Situation Awareness and Trust N/A

**Kettle, L.,** McCarty, M.M., Simpson, K.L., & Lee, Y-C. (Under Review). Impact of Monitoring Requests on Publics' Assignment of Blame and Praise towards Level 3-equipped Vehicles. N/A

**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*



## SELECTED AWARDS

- George Mason University Presidential Scholarship (2024)
- HFES Emerging Leader Program (2023)
- HFES Student Member with Honors (2023)
- 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

2023

### HFES Host Committee Member

Human Factors and Ergonomics Society

- Organized events and activities for academic, industry, and government attendees for the HFES annual meeting

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