

Matthew P. Orr, PhD

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EDUCATION

PhD | Educational Psychology | University of Utah

- *Concentrations:* Human-Computer Interaction, User Experience, Cognitive Processes, Survey Analysis.
- *Relevant Coursework:* Human Computer Interaction (CS), Mixed Methods Research, Statistical Modelling.

MS | Educational Psychology | University of Utah

- *Concentrations:* Human Behavior, Behavioral Influence, User Perceptions.
- *Relevant Coursework:* Human-Computer Interaction (PSY), Research Design, Psychometrics, Data Mining.

BS | Psychology | University of Utah

- *Concentrations:* User Perception, Statistical Methods, Cognitive Science, Behavioral Neuroscience.

Certificates: Advanced Statistics – University of Utah | Human Factors Research – University of Utah

PROFESSIONAL EXPERIENCE

MIND Lab – Senior Researcher

December 2020 – Current

- Led generative and evaluative research to uncover how interface design impacts user cognition and experience.
- Enhanced user engagement by 210% and optimized digital processes by 130% through the application of embodied cognition principles in digital environments, driving iterative and improved design.
- Utilized qualitative and quantitative research methodologies, including 1:1 interviews, surveys, and A/B testing, to deliver actionable recommendations, improving design and development processes.

Steffensen Cannon – Research Fellow

August 2021 – August 2023

- Spearheaded research that informed the creation of automated systems for detecting and correcting user behaviors.
- Enhanced digital user experiences by developing a behavior detection system with 98% accuracy, leveraging advanced data mining techniques and user analytics to provide design improvements.
- Applied methodologies such as data mining, decision tree analysis, process mapping, and linear modeling to deliver a roadmap to developers that aligned with user and stakeholder needs.

EPIC Bioscience/Research Quest – Design & Research Associate

January 2018 – August 2021

- Pioneered the design and development of a digital educational platform for the Natural History Museum of Utah, Integrating STEM standards to enhance users' critical thinking skills.
- Conducted usability studies, including moderated sessions and remote testing, developed user personas, journey maps, resulting in a more intuitive and impactful platform.
- Applied a range of research techniques, including A/B testing, survey analysis, and heuristic evaluations, to refine the platform's design and enhance user experiences.

SKILLS

Technical: User-Centered Research, Usability Testing, Qualitative and Quantitative Analysis, Journey Mapping, User Analytics, Benchmark Studies, Prototype Testing, Data Mining and Predictive Modeling, Experimental and Survey Design, Cognitive and Behavioral Analysis, Human Factors, Prototyping and Wireframing, Heuristic Evaluation, A/B Testing, Data Visualization and Reporting, Rapid Prototyping Tools, HTML and JavaScript, R, SPSS, RapidMiner.

Soft: Communication of Research Insights, Stakeholder Engagement, Critical Thinking, Cross-Functional Collaboration, Adaptability, Leadership, Precision, Flexibility, Skill Development, Empathy, Time Management, Cultural Sensitivity.