

# James Myers

james.myers@usd.edu | they/them | Seattle, WA

Mixed methods UX researcher specializing in healthcare and enterprise software. Combines quantitative analysis (latent profile analysis, psychophysiology, telemetry) with qualitative depth. 5+ years at Cigna translating member insights into digital products serving 500K+ specialty pharmacy members.

## EXPERIENCE

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### Cigna

**Senior Mixed Methods Researcher** | Remote | July 2019 - Present

- Set quarterly research strategy for 4-person team, prioritizing studies based on digital feedback signals
- Delivered persona segmentation using Latent Profile Analysis, adopted by multiple product teams
- Conducted 200+ usability sessions for Accredo and Express Scripts specialty pharmacy portals serving 500K+ members
- Established eye tracking program: procured Tobii equipment, trained researchers, developed protocols used org-wide
- Built Markov chain visualizations of member support call language patterns, informing content strategy direction
- Integrated LLM APIs into research workflows, automating qualitative coding and report generation

### Microsoft

**UX Researcher** | Redmond, WA | April 2018 - June 2019

- Conducted moderated usability studies for Power BI, informing roadmap for product with 20M+ users
- Designed telemetry frameworks implemented by engineering teams
- Analyzed employee experience surveys identifying workspace pain points

### D2 (Documents & Design)

**Mixed Methods Researcher** | North Sioux City, SD | September 2015 - August 2017

- Led UX research contributing to redesign that reduced returned TV profit losses by \$88M
- Managed cross-cultural research programs across international markets
- Built ARIMA forecast models predicting product metric trends
- Developed VBA automation reducing data entry time significantly
- Led team implementing Android tablet setup app

### University of South Dakota

**UX Research Assistant** | Vermillion, SD | September 2012 - September 2015

- Led accessibility study on branding legibility under simulated low vision conditions

- Researched perception of wait times under different loading indicators
- Wrote software to automate information retrieval from Google nGram Viewer API

#### **Teaching Assistant | September 2010 - September 2012**

- Taught R to doctoral students (ANOVA, linear regression)
- Taught statistics to undergraduate students

## **SKILLS**

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**Research Methods:** Usability Testing, A/B Testing, Eye Tracking, Surveys, Journey Mapping, Personas, Contextual Inquiry, Heuristic Evaluation

**Analysis:** Latent Profile Analysis, GLMM, Multilevel Modeling, Mixed Effects Models, Cluster Analysis, PCA, MANCOVA, Logistic Regression, Negative Binomial Regression, Time Series Analysis, ARIMA Forecasting, Anomaly Detection, Random Forest, Factor Analysis, Sentiment Analysis

**Tools:** R, Python, SQL (Kusto/KQL), Qualtrics, UserZoom, Tobii Eye Tracking, Figma, Tableau, Power BI, Adobe Analytics, Databricks

**Domain:** Healthcare (Specialty Pharmacy), Enterprise Software, Consumer Electronics

**AI & Automation:** LLM API Integration (Claude, OpenAI), MCP Servers, Agentic Workflows, Prompt Engineering

## **EDUCATION**

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#### **University of South Dakota**

Ph.D. Human Factors Psychology (Expected 2026) – Dissertation in Progress: Dashboard knowledge retention

#### **Bradley University**

B.S. Psychology and Religious Studies