

# TONI AGUILAR

UX RESEARCHER

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## EDUCATION

**M.S. Human Factors and Ergonomics** (Expected Dec 2016)  
San Jose State University

**B.A. Philosophy** (2010)  
University of California, Santa Cruz

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## PROJECTS

**Redesign of Craigslist Mobile App** (Fall 2015)  
Completed a comparative study and task analysis to generate low-fidelity prototypes. After A/B testing, we implemented changes and finalized our dynamic high-fidelity prototype.

**Ethnographic Study on Sustainability of SJSU Transportation** (Fall 2015)  
Conducted participant observations and ethnographic interviews. Used affinity diagramming to identify themes and codes. The study culminated in a report with recommendations.

**Usability Test of a Lexus RX350 Multi-function Display** (Spring 2015)  
Executed all phases of a usability test, analyzed data, and compiled the test plan, data, and analysis into a report.

**Handoffs in the Neonatal Intensive Care Unit, Lit Review** (Fall 2014)  
Found major causes of handoff related medical errors and discussed possible solutions.

**Heuristic Evaluation of Maserati.us** (Fall 2014)  
Identified violations of systemic and local design principles.

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## COMPETITIONS

Finalist in Mobile Health Applications for Consumers Competition  
Placed 1<sup>st</sup> in the SJSU Intel Edison Rapid Prototyping Challenge v3.0

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## VOLUNTEERING

Human Factors and Ergonomics for Healthcare (Upcoming)  
SJSU Human Factors Mentor/Mentee Program (August - December 2016)  
Human Factors and Ergonomics Society Conference (October 2015)

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## EXPERIENCE

**IBM Cloud Integration**, User Research Intern (March 2016 - Current)  
Conducted and analyzed numerous qualitative and quantitative research activities including interviews, surveys, usability tests, card sorts, heuristic evaluations, and a Kano study.

**San Jose State University**, Teaching Associate (August - December 2015)  
Graded and created rubrics for a graduate Human Factors design class.

## TOOLS

Usability Testing  
Wireframing  
Flow Diagramming  
Coding Qualitative Data  
Statistical Analysis  
Prototyping  
Surveys  
Ethnographies  
Contextual Inquiries  
Cardsorting  
Affinity Diagramming

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## RELATED COURSEWORK

Ethnographic Methods  
Advanced Interaction Design  
Human Computer Interaction  
Usability Testing  
Medical Errors  
Human Factors Experiments  
Human Factors Design  
Design & Analysis of Experiments  
Engineering Psychology  
Cognition  
Perception

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