

# TONI AGUILAR

UX RESEARCHER AND DESIGNER

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## EDUCATION

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

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

## PROJECTS

**Redesign of Craigslist App** (Fall 2015)  
Completed a comparative study and task analysis to generate low-fidelity prototypes. After another round of testing we will design a 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. Will culminate in a report with recommendations.

**Usability Test of a Lexus RX350 Multi-function Display** (Spring 2015)  
Executed all phases of a usability test, analyzed the test results in terms of usability needs, 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 and suggested solutions for violations of systemic and local design principles.

## ACTIVITIES

Mobile Health Applications for Consumers Competition  
Intel Edison Rapid Prototyping Challenge v3.0

## VOLUNTEER

Human Factors and Ergonomics Society Conference (October 2015)  
Applied Human Factors and Ergonomics Conference (July 2015)

## EXPERIENCE

**San Jose State University**, Teaching Associate (August 2015- Current)  
Grading and creating rubrics for a Human Factors Design graduate course.

**Succulence**, Designer/Salesperson (January 2014-August 2014)  
Created custom designed terrariums and vertical gardens.

## SKILLS



Usability Testing  
Designing Research Plans  
Coding Qualitative Data  
Statistical Analysis  
Creative Problem-Solving

## TECHNIQUES

Prototyping  
Questionnaires  
Ethnographies  
Cardsorting  
Affinity Diagramming  
A/B Testing

## RELATED COURSEWORK

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