

Alex Cabral

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Experience

UX RESEARCHER | BENETECH

JAN. 2019 – MAR. 2021

- Defined goals, metrics, and test plans, and led research on five projects in stages varying from foundational research on personas & use cases to usability testing of shipped products in active use
- Conducted quantitative & qualitative analysis on data gathered from moderated group conversations (focus groups), ethnographic-style observations (field studies), contextual inquiries, interviews, large & small-scale surveys, online experimentation (A/B testing) and remote & local usability studies
- Synthesized findings into themes and advocated findings through actionable reports & in-person presentations to diverse audiences including individual product teams and the board of directors
- Drove a 44.5% increase in users and 17% increase in engagement through implementation of research into product decisions

HCI RESEARCH ASSISTANT | UNIVERSITY OF CALIFORNIA, SANTA CRUZ

JUN. 2016 - OCT. 2018

- Designed, piloted, and conducted experiments to study stroke survivors' interaction through telepresence robots, online learning environments, and gamification of learning
- Observed and gathered data on participants using eye-trackers, task time, surveys, and interviews. Conducted data analysis (ANOVAs, t-tests, Pearson's r) on test scores and questionnaire data then interpreted the results
- 1st place winner of ACM ASSETS Conference 2018 Student Research Competition (published in conference proceedings)

POKÉMON GO USER EXPERIENCE TESTING | INDEPENDENT PROJECT

AUG. 2017 - MAR. 2018

- Independently investigated the lack of player retention in the augmented-reality mobile app Pokémon Go through recruiting participants, conducting semi-structured interviews, and administering a balanced survey (60 participants)
- Analyzed the data quantitatively & qualitatively, drafted reports, and recommended concrete changes

VR R&D SUMMER INTERN | INSTITUTE OF CONSUMER MONEY MANAGEMENT

JUN. 2017 - SEPT. 2017

- Designed & developed a working VR application for financial education for survivors of domestic abuse while researching immersion to improve usability and ensure effectiveness of the product design and its user interface (UI)

MUESCORE USABILITY TESTING | INDEPENDENT PROJECT

AUG. 2016 - JAN. 2017

- Conducted heuristic evaluations and usability testing on the program MuseScore, identified consistent mental models across participants, collected quantitative and qualitative data from users, and communicated the results

Education

UNIVERSITY OF CALIFORNIA, SANTA CRUZ (B.S.)

SEPT. 2014 - JUN. 2018

- Bachelor of Science in Cognitive Science, focus in Artificial Intelligence & Human-Computer Interaction

Skills & Abilities

- Skilled at remote & in-person usability testing with individuals from a wide array of backgrounds and accessibility needs
- Versatile and quick to adapt to new teams & projects – able to apply Human-Computer Interaction concepts and methodologies across a wide variety of products to obtain unexpected insights
- Excellent at communicating & collaborating cross-functionally

PRODUCT & METRICS

- Microsoft 365, GitHub, Jira, Google Analytics, Asana, Salesforce, Intercom

UX RESEARCH & DESIGN

- SurveyGizmo / Alchemer, Google Forms, Qualtrics, SPSS / PSPP
- InVision, Sketch, Axure

OTHER PROFICIENCIES

- Accessibility Guidelines: WCAG 2.1 Guidelines and ARIA implementation
- Programming Experience: Python, JavaScript, and HTML/CSS in Windows and Unix environments
- Languages: Spanish