

Arthur Abia

Paris, France
mail@abia.io

EXPERIENCE

UX Researcher

Lyf Pay
France

November 2018 - April 2020, Paris,

- Explored research through innovative methodologies to assist teams in simultaneous projects: moderated user testing, semi-structured interviews, guerilla testing, observation, personas.
- Coordinated the application redesign via mixed methods, which resulted in the increase of the usage of mobile money transfer feature to 300% and was received with a satisfaction rate of 90%.
- Advocated and evangelized for an improvement in the overall research processes, through internal conferences and shared findings, resulting in an increase of user testing across the whole company.

UX Specialist

Testapic
France

September 2017 - November 2018, Paris,

- Worked closely with 25+ companies, start-ups and international brands, to intervene on User Experience research projects, from protocol writing to recommendations delivering.
- Organized 40+ remote user testing sessions, analyzed 1500+ user feedbacks and shared findings and actionable solutions to stakeholders in a customer-focus approach.
- Refined the onboarding user path for new testers in internal panel, achieving an increase of 10% in the enrolment process.

User Researcher Assistant

Ubisoft

March 2017 - August 2017, Montreuil, France

- Recruited players, moderated playtests sessions and interviewed participants to support the User Research Team on 3+ AAA games such as For Honor or Assassin's Creed.
- Assisted in protocols preparation, observed playtesters, analyzed qualitative data, and presented findings to production teams.
- Consolidated knowledge of game user research principles and game development principles, including the video game industry, best practices regarding signs and feedbacks and usage of biometry in game user research (eye-tracking).

PROJECTS

Published my Masters thesis (2018)

- Assembled insights from secondary research on the topic of video games and its effects on user experience.
- Performed testing sessions on 20+ participants and analyzed the quantitative data from questionnaires and observations.
- Identified significant results, and published the study, which was presented to the International Ergonomics Association at Florence.

Developed an Android game as a side-project (2019)

- Designed the concept and product design using Figma, including the UI (User Interface) and localized content in 4 languages.
- Developed the mobile video game using Godot as a self-taught developer and conducted playtests.
- Implemented an ad marketing strategy via AdSense and launched the game on the Play Store.

SKILLS

Qualitative: Interviews, Focus Groups, Usability Study, User Test, Playtest, Contextual Enquiry, Ethnographic Observation, Think aloud

Quantitative: Surveys, Card Sorting, Unmoderated User Testing (Testapic), Excel (Office Suite), Analytics (Google)

Design: Competitive Benchmarking, Heuristic Evaluation, Wireframing, Prototyping (Figma, Sketch, Invision)

Development: HTML, CSS, Javascript, GDScript (Godot), Office Suite, Jira, Confluence

Linguistic: French (native), English (fluent), German (beginner)

EDUCATION

Master in Ergonomics, Human-Computer Interaction (HCI), and Cognitive Psychology

Université Jean Jaures • Toulouse, France • 2017

Bachelor of Psychology

Université de Caen Basse Normandie • Caen, France • 2012

INVOLVEMENT

Les Grands Méchants Flous (Parisian Improv Troupe)

Troupe President • September 2018 - Present

- Participated in weekly improv lessons and taught basics in classes to 10+ people.
- Facilitated the troupe organization and helped coordinate 10+ performance dates around Paris.