

# Arthur Abia

📍 Montréal (from May 2020) ✉ mail@abia.io ☎ +33668783966 🌐 /in/arthurabia/

## EXPERIENCE

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### UX Researcher

Lyf Pay

November 2018 - Present, Paris, France

- Explored research through multiple methodologies to assist teams in several projects with monthly sessions: moderated user testing, semi-structured interviews, guerilla testing, observation, personas.
- Operated the app information architecture redesign via various research UX methods, which increased the usage of a P2P feature to 300% and received with a satisfaction rate of 90%.
- Advocated and evangelized for an improvement in the overall research processes, resulting in an increase in systematic uses of user-centered methodologies across the company.

### UX Remote Researcher

Testapic

September 2017 - November 2018, Paris, France

- Worked closely with 25+ companies, start-ups and international brands, to intervene on User Experience research projects, from protocol writing to recommendations delivering.
- Conducted 40+ remote user testing sessions, analyzed 1500+ user feedbacks and shared findings and actionable insights to clients.
- Refined the onboarding for new testers in 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
- Assisted in protocols redaction, analyzed qualitative data, and presented insights to stakeholders.
- Consolidated knowledge of game design and game development principles, including game development terminology as well as best practices regarding signs and feedbacks.

## PROJECTS

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### Published my Masters thesis (2018)

- Assembled insights from secondary research on the topic of music and its effects on UX (User experience).
- Performed testing sessions following a self-devised experimental research plan applied to video games on 20+ participants and analyzed the quantitative data from surveys and observations with statistical tools.
- Identified significant results, assembled and published a paper, which was introduced at the International Ergonomics Association.

### 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 game using Godot and Github as a self-taught developer with a non-technical background and conducted playtests.
- Implemented an ad marketing strategy via AdSense and launched the game on the Play Store.

## SKILLS

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

**Quantitative:** Surveys, Card Sorting, Unmoderated User Testing (Testapic), Analytics (Google).

**Design:** Competitive Benchmarking, Heuristic Evaluation, Wireframing, Prototyping (Figma, Sketch, Axure, Marvel, Invision).

**Development:** HTML, CSS, Javascript, GDScript (Godot).

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

## EDUCATION

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### Master of Ergonomics, Human-Computer Interaction, and Cognitive Psychology

Université Jean Jaurès • Toulouse, France • 2017

### Bachelor of Psychology

Université de Caen Basse Normandie • Caen, France • 2012

## INVOLVEMENT

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### 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.

References Available Upon Request