

AUSTIN J. NEWMAN

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Eager to Add Value to Product Teams, Online Services/Operations, Marketing Efforts, and/or SDLC as a...

Human-Centered UX Researcher & Designer

- ▶ **Award-winning, customer-focused service professional transitioning career to UX research.** Backed by a BA in psychology, strong aptitudes in qualitative/quantitative research and data analysis, a deeply rooted inquisitive nature, and commended performance in heavy customer-facing roles as a highly collaborative team player and supervisor.
- ▶ **Mature, responsible, and personable leader** in the classroom and in the workplace, with repeated recognition for superior communication, customer service, and problem-solving skills as well as high-level adaptability, attention to detail, and multi-tasking strengths within demanding, time-sensitive environments.
- ▶ **Driven to improve customer journeys, user experiences, and bottom-line results** by asking key questions, uncovering crucial insights, and translating complex or ambiguous data into actionable strategies.

KEY SKILLS & KNOWLEDGE AREAS

- ▶ Qualitative Research & Analysis
- ▶ Quantitative Research & Analysis
- ▶ Behavioral Analysis & Predictions
- ▶ Survey Design
- ▶ Random Sampling
- ▶ User Onboarding
- ▶ Guerrilla & Usability Testing
- ▶ Group & Solo Interviewing
- ▶ Contextual Inquiries
- ▶ Analytical Reports
- ▶ Customer Advocacy
- ▶ Accessibility/Approachability

EDUCATION

ELVTR WITH IVY SANG

Certificate in UX/UI Design in Gaming, 3/2023

Program Details: Learned how to use Figma as a creation tool to shape user experiences via creation of player profiles, user stories, lo-fi and hi-fi prototypes, flowcharts, wireframes, and UI mockups. Planned and conducted usability tests. Designed various interface components to achieve optimal user experience. Constructed industry-ready portfolio containing highlights, including flowcharts, iterated versions of wireframes, prototypes, and usability surveys.

Capstone Project: Gained hands-on experience in taking a product from initial concept to an interactive prototype by modeling best practices in UX/UI research and design to ensure a premium user experience.

UNIVERSITY OF MICHIGAN — Ann Arbor, MI

Certificate in UX Research & Design, 10/2022

Program Details: Studied how to integrate UX research and UX design in order to create premium products by understanding user needs, conducting formal analysis, generating prototypes, performing user testing, and evaluating design concepts.

VIRGINIA TECH — Blacksburg, VA

BA, Major in Psychology, 6/2017

Related Courses: Principles of Psychological Research; Statistics; Developmental, Abnormal & Social Psychology; Psychology of Learning; Cognitive & Clinical Psychology (both with labs); Culture & Customs of World Regions

Senior Thesis: Completed detailed functional analysis under the guidance of Dr. George Clum, head of Clinical Psychology at Virginia Tech. The project involved group and solo interviewing in both controlled and natural environments, surveys, personality inventories, observational research, and other forms of qualitative analysis.

PROFESSIONAL EXPERIENCE

60 DECIBELS — Remote • **User Researcher**, 3/2023–present

- ▶ As a member of the Operations Team, achieved certification in Lean Data research to quickly ascertain meaningful data during delivery of phone surveys.
- ▶ Abide by all data integrity and governance protocols while maintaining effective and clear communication between teams, clients, and users.
- ▶ Entry of quality data through Excel and Qualtrics that delivers meaningful insight into end-to-end impact to provide clients with information useful for peer comparisons and setting performance targets.

STARBUCKS — Arlington, VA • **Shift Supervisor**, 8/2021–11/2022

Progressed through fast-track promotions, culminating in supervisory role. Oversaw all aspects of daily store operations, functioning as the manager on duty from 2-9 p.m. daily. Responsibilities included scheduling/managing a team of baristas and service professionals, handling inventory and money management, developing and executing action plans with adaptive goals, and tracking data on purchases, costs, income, and other KPIs.

Achievement Highlights:

- ▶ Earned two promotions within five months of hire, far outpacing company's typical career progression. Identified as one of district's top performers and a "rising star," with requests from three different managers at other store locations to join their supervisory teams.
- ▶ Voted "Partner of the Quarter" at first eligibility, a peer-selected honor recognizing leadership by example, helpfulness to others, team player mindset, and tireless work ethic.
- ▶ Selected as lead employee trainer after just three months on the job due to comprehensive knowledge of required skillset as well as top-rated team building, communication, and customer service skills.
- ▶ Relied upon by store manager as a key contributor to new business strategies designed to meet corporate mandates of reducing labor investments while simultaneously increasing store profits. Devised improvements to staff scheduling, inventory tracking, cost control measures, and customer relationship building, which were instrumental in achieving record-setting sales (highest in three years) coupled with a +30% increase in profits and customer counts within a single year.
- ▶ Singled out by District Manager for high-integrity leadership and inclusive approach in advocating for ways to improve service to customers with disabilities and special needs.
- ▶ Regarded as the "go-to" in handling disgruntled customers. Recognized for strengths in diffusing tension, de-escalating potentially volatile situations, and preserving a positive and safe work environment.
- ▶ Used previous Safe-Zone certifications to raise awareness of LGBTQ+ culture to fellow partners, leading to the creation of a more inclusive environment for partners and customers alike.



In today's world, I believe the difference between success and failure often boils down to adaptation. The future favors the versatile, and that is what I strive to be.

— Austin Newman