Colin MacArthur

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Experience

User Experience Researcher and Designer   18F, General Services Administration, Boston, MA
May 2015 - Present

- Co-led user experience research and design for the **U.S. Web Design Standards**, now used by 50+ government websites and described in the *Atlantic* as "making the U.S. government's websites less sucky."
- Managed and co-authored the 18F **Design Method Cards**, one of the federal government's most accessed resources on human-centered design techniques.
- Led or co-led several user research discovery sprints focused on **reimagining federal government services** and the **government's response to climate change**, presented our results at the White House and sparked several multi-million dollar projects.
- Conducted and presented user research to executives at the Consumer Financial Protection Bureau, Forest Service, NASA, NOAA, General Services Administrations and other government agencies.

User Experience Researcher   36 Views, San Francisco, CA
January 2013 - May 2014

- Managed teams conducing focus groups, remote mobile usability tests, diary studies, surveys, scholarly literature reviews and interviews for major clients that identified multi-million dollar market opportunities and generated repeat clients.

Principal Consultant   Almond Consultants, Berkeley, CA
March 2012 - May 2015

- Managed profit-bearing user experience research and design firm with several consultants.
- Designed and conducted field experiments, interviews, usability tests, and web analytics analysis that revealed design improvements that saved clients over $30k and increased customer satisfaction scores by 20%.

User Experience Researcher   National Park Service, Bar Harbor, ME and Los Alamos, NM
May 2008 - August 2011

- Supervised teams conducting interviews and focus groups to write strategic plans and build technologies that netted parks over $50k in new grant funding and reached thousands of visitors.

Education

Master of Information Management and Systems (May 2014)
School of Information, University of California, Berkeley

Bachelor of Arts in Psychology, Summa Cum Laude (May 2012)
Carleton College, Northfield, MN

Skills

Methods: Design studios, participant observation, interviews, surveys, field experiments, web analytics, multivariate testing, card sorting, usability testing

Software: SPSS, R, Qualtrics, SAP Crystal Reports, FileMaker Pro, Microsoft Of fice, Adobe Creative Suite