

Colin P. MacArthur

User Experience Researcher

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Education

Master of Information Management and Systems

School of Information, UC Berkeley
GPA 3.9; Runner Up: Chen Award for Best Final Project
Focus: User Experience Research, Project Management

2014
Berkeley, CA

Bachelor of Arts in Psychology

Carleton College
GPA 3.9; Summa Cum Laude
Focus: Human-Computer Interaction

2012
Northfield, MN

Experience

Principal Consultant

Almond Consultants

March 2014 - Current
Boston, MA

- Designed and conducted four focus groups, 40 usability tests and five stakeholder meetings to iteratively redesign seven school district websites.
- Designed and conducted surveys and experiments that measured the success of a National Park's youth programs.

Project Manager, User Experience Researcher

36 Views Digital Publishing

January 2013 - March 2014
San Francisco, CA

- Designed, conducted and led others conducting five focus groups, 20 remote mobile usability tests, several diary studies, surveys, literature reviews and key stakeholder interviews to discover new market opportunities for major clients, including the California State Park Foundation.

Project Manager, User Experience Researcher

National Park Service

March 2011 - August 2011
Acadia National Park, ME

- Supervised team of six conducting more than two dozen participatory design sessions, 40 visitor interviews, and 19 stakeholder interviews to develop first park interpretive technology plan in the National Park Service.

Technology Designer and Implementer

National Park Service

March 2008 - December 2010
Bandelier National Monument, NM

- Envisioned, developed and maintained 12 public-facing technology projects, including a social media presence and database systems.
- Awarded two Department of the Interior Special Thanks for Achieving Results (STAR) awards.

Skills

Research Skills: In-person Usability Tests, Remote Usability Tests, Computer-Assisted Telephone Interviewing, Focus Groups, Surveys, Website Analytics, Diary Studies, Literature Reviews

Software: SPSS, R, Qualtrics, FileMaker Pro, Adobe Illustrator, Adobe InDesign

Programming Languages: Python, PHP, MySQL, XPath, XSLT, XSD