Colin P. MacArthur
User Experience Researcher

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Education

Master of Information Management and Systems　　　　　　　　　　2014
School of Information, UC Berkeley　　　　　　　　　　　　　　　Berkeley, CA
GPA 3.9; Runner Up: Chen Award for Best Final Project
Focus: User Experience Research, Project Management

Bachelor of Arts in Psychology　　　　　　　　　　　　　　　　2012
Carleton College　　　　　　　　　　　　　　　　　　　　　Northfield, MN
GPA 3.9; Summa Cum Laude
Focus: Human-Computer Interaction

Experience

Principal Consultant　　　　　　　　　　　　　　March 2012 - Current
Almond Consultants　　　　　　　　　　　　　　　　　　　　Boston, MA

- Designed and conducted four focus groups, 40 usability tests and five stakeholder meetings which led to re-designed school district websites parents navigated 45% faster than previous versions.
- Designed and conducted surveys and experiments that measured the success of Acadia National Park's youth programs and inspired park managers to make data-driven decisions.

Project Manager, User Experience Researcher　　　January 2013 - March 2014
36 Views Digital Publishing　　　　　　　　　　　　　　　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 that identified new revenue sources for Western National Parks Association and California State Park Foundation.

Project Manager, User Experience Researcher　　　March 2011 - August 2011
National Park Service　　　　　　　　　　　　　　Acadia National Park, ME

- Supervised team of six conducting more than 20 participatory design sessions, 40 visitor interviews, and 19 stakeholder interviews to develop first park interpretive technology plan and kickstart a multi-year technology development program at Acadia.

Techology Designer and Implementer　　　　　March 2008 - December 2010
National Park Service　　　　　　　　　　　　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, Frequentist statistical inference and regressions

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

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

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