

Derek Gesin

User Experience Researcher

Summary

I am a UX Researcher with over six years of experience leading research teams for both large-scale and exploratory projects. With additional years spent conducting interviews, I am an expert at helping product owners, stakeholders, and development teams identify what they need to learn and develop test plans that help them achieve it.

Methods Used

- Contextual field visits
- Ethnographic studies
- Semi-structured interviews
- Stakeholder interviews
- Business process modeling
- Usability studies
- Focus groups
- System usability scale (SUS)
- Task analysis
- User surveys
- Card sorting
- Experience mapping
- Competitor analysis
- User acceptance testing
- 508 testing
- Affinity mapping
- Design sprints
- Design studios
- Storyboarding
- Wire framing
- Rapid prototyping
- Agile (Scrum) development

Work Experience

Applied Technical Systems

Senior UX Designer and Researcher
July 2014 - Present

Led five-person team to gather requirements for the development of a lifecycle management application to track the transportable temporary housing units (TTHUs) that FEMA provides. Conducted ethnographic studies of site inspectors and crews installing TTHUs for Hurricane Harvey survivors. Performed stakeholder interviews, user interviews, and contextual field visits to research manufacturing plants, storage yards, staging areas, and field offices. Reported findings to stakeholders, including design of experience maps, user personas, and business process models to visualize data.

Principal Investigator and UX Lead for project with U.S. Army developing an application to assist with mission planning. Conducted semi-structured interviews and focus groups with military commanders from all echelons of command. Worked with subject matter experts to build task analysis of Army commander. Conducted design sprints, design studios, and user story mapping workshops to create application concept and determine capabilities to include in toolkit. Successfully led proposal writing effort to obtain funding to move project from research to prototyping phases. Used Sketch, Atomic, Zeplin, and RealtimeBoard to build prototype of application and then conducted in-person and remote usability testing to gather user feedback.

Principal investigator and UX Research Lead for project with US Navy to design an iPad application to assist F-18 pilots while in flight. Conducted semi-structured

Technologies Used

- Morae
- AYTM
- SurveyMonkey
- Camtasia
- RealtimeBoard
- Chartbeat
- Moat
- comScore
- Sketch
- Axure
- Balsamiq
- InVision
- Atomic
- Adobe Creative Cloud
- Apple's Human Interface Guidelines
- Material Design
- HTML
- CSS
- LESS
- SASS
- JavaScript
- React
- React Native
- jQuery
- GitHub
- Bootstrap

Education

Bachelor of Science in
Technical Communication -
Interactive Media at
*Metropolitan State University of
Denver*

Bachelor of Arts in Theater at
*University of Colorado at
Boulder*

interviews and surveys with pilots. Worked with subject matter experts to develop a task analysis. Prototyped app using Sketch, HTML, and CSS/LESS. Facilitated design sprint to develop and test initial concept. Conducted usability testing at Naval Air Station Oceana in Virginia Beach, VA.

Senior UX Designer and Researcher for project with US Patent and Trademark Office. Conducted usability testing, user acceptance testing, and 508 testing on application. Used Morae to conduct usability testing. Reported findings to stakeholders and project leads.

Senior UX Designer on project with US Navy to build a text-extraction and data analysis tool for Naval acquisition process. Conducted stakeholder interviews, semi-structure interviews, focus groups, contextual field visits, and user surveys. Used the system usability scale (SUS) when surveying users in order to benchmark progress. Prototyped interface using Adobe CS, HTML, CSS, JavaScript, and jQuery and conducted usability studies to gather feedback.

Digital First Media

*UX Designer and User Research Lab Manager
August 2013 - June 2014*

Implemented user research program to conduct tests on the 100+ newspaper and vertical properties owned by Digital First Media. Conducted weekly rounds of testing, including semi-structured interviews, stakeholder interviews, usability studies, card sorting, focus groups, and user surveys.

Led initiative to build a user research lab. Worked with executive management, department leads, and building management to construct lab with minimal budget. Lab provided desktop and mobile testing stations, group interview capabilities, and an attached observation room with viewing capabilities via a double-sided mirror and projected view of test participant screens.

Facilitated communication with product owners, external clients, department heads, and multiple development teams. Developed interview process to screen projects and identify questions among the project team in order to determine appropriate testing process and create test plans.

Achievements

- Led research, concept development, and proposal writing effort for project with U.S. Army that turned initial \$100k contract into over \$1.1 million in revenue for company
- Led proposal writing effort for project with FEMA that resulted in initial \$98k contract
- Through research efforts, managed to expand scope of project with FEMA to double team size and create over \$1.2 million in revenue for company
- Findings from testing with Digital First Media resulted in an estimated \$5 million savings for company
- Awarded Employee of the Quarter at Applied Technical Systems
- Awarded Employee of the Quarter at Omni Financial
- Guest panelist at General Assembly

Library of Congress - Teaching with Primary Sources

*UX Designer and User Study Coordinator
September 2012 - August 2013*

Worked on design and front-end development of a social network for teachers. Acted as design support for western region (14 states) of organization. Coordinated with state leads to assess needs and develop solutions.

Conducted in-person and remote usability testing on network. Worked with product owner, development team, and stakeholders to identify and prioritize testing needs. Managed development of test scripts, recruitment, test facilitation, analysis, and reporting for all testing.

The English Academy

*Web and Media Designer
December 2010 - March 2012*

Designed and developed company website and learning management system. Assisted with development and design of lesson plans.

Designed monthly e-magazine and assisted with distribution via social media.

Omni Financial

*Corporate Recruiter and Paraprofessional
January 2006 - December 2010*

Managed recruitment and hiring process for administrative, legal, production, and sales departments of financial firm.

Redesigned recruitment, screening, and interview process for company. Coordinated and conducted approximately 10-20 interviews per week.

Worked closely with CEO, CFO, and department leads to determine needs and improve hiring practices.

A final note: this résumé was created for the UX Researcher role. My experience also includes work as an Interaction Designer and UX Engineer. If you would like to see information specific to these roles, please contact me. Thank you for your time.