

Eric Snyder

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55 Norfolk Street, San Francisco

EDUCATION

Tufts University, Medford, MA

BS in Engineering Psychology & Human Factors - *May 2018*

Travelli Scholar

WORK EXPERIENCE

Cognito Therapeutics, *Oakland, CA*

Product Design Researcher, *February 2018 - Present*

- Designing and moderating UXR studies combining quantitative and qualitative methods to understand product heuristics and user error
- Evaluating instructional material layout, copywriting, and design to fit target demographics
- Collaborating with translational research team to facilitate participant acquisition and study adherence

Ultra Capital, *Boston, MA*

UX Design Intern, *September 2017 - November 2017*

- Managed in-person and remote user interviews to lead development of in-house financial software
- Synthesized research findings and design constraints to create high-fidelity wireframes and style guides for consumer-facing web app
- Communicated with stakeholders to update designs for features on existing infrastructure, improving analyst efficiency

Invaluable, *Boston, MA*

Product Development Intern, *May 2017 - August 2017*

- Conducted in-person and remote usability interviews to test UI changes and auditory user feedback on iOS app
- Led accelerated feature launch as a part of in-house hackathon, accelerating progress on product roadmap
- Directed work of a new engineer within a 10-person Scrum team

EverQuote, *Cambridge, MA*

UI Engineering Intern, *May 2016 - August 2016*

- Improved conversions by collaborating with analysts across UX and data analytics teams to develop A/B tests
- Engineered data visualizations using D3 and React to correlate dangerous driving with lax state regulations
- Developed an infographic using company data highlighting driving risk factors

PROJECTS

BrainCo Web App, *Cambridge, MA*

Web Developer - *March 2017*

- Organized a team of two to create a new React web app for product launch in 3-week time period
- Identified inconsistencies in existing mockups to improve design consistency while reducing engineer workload

UX METHODS

- Usability Testing (Software & Hardware)
- Survey Design and Implementation
- Ethnographic Interviewing
- Heuristic Evaluation
- Personas and Scenario Development

PROTOTYPING TOOLS

- Sketch
- Adobe Illustrator
- InVision
- AutoCAD
- Figma

CODING

- Javascript/jQuery
- CSS/Sass
- React
- Node
- C++

RELEVANT COURSEWORK

- Human Factors in Product Design
- Human-Machine System Design
- Web Engineering
- Psychological Statistics
- Advanced Engineering Psychology

OTHER

- Google Analytics
- SPSS
- Airtable
- SQL
- Trello