

# ERIC SNYDER

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## Experience

### COGNITO THERAPEUTICS

Product Design Researcher  
Feb 2018 - Present  
Oakland, CA

- Designing and moderating UXR qualitative and quantitative human factors studies
- Evaluating instructional material layout to fit target demographics
- Collaborating with translational research team to facilitate participant acquisition
- Created stylized marketing materials for AAIC Chicago conference

### ULTRA CAPITAL

UX Design Intern  
Sep 2017 - Nov 2017  
Boston, MA

- Moderated remote usability testing to lead financial software development
- Synthesized research findings and design constraints to create high-fidelity wireframes and style guide for new web application
- Communicated with stakeholders to update existing software designs

### INVALUABLE

Product Intern  
May 2017 - Aug 2017  
Boston, MA

- Conducted in-person and remote usability interviews to test mobile UI changes
- Analyzed key business metrics to generate novel product insights for markets across mobile and web-based applications
- Led accelerated feature launch as a part of in-house hackathon

### BRAINCO

Web Development Contract  
March 2017  
Cambridge, MA

- 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
- Reduced engineer workload by organizing extra work hours to meet deadlines

### EVERQUOTE

UI Engineering Intern  
May 2017 - Aug 2017  
Boston, MA

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

## Education

### TUFTS UNIVERSITY

B.S. in Engineering Psychology  
Sep 2014 - May 2018

#### Major GPA: 3.14

Relevant coursework: Human-Machine System Design, Human Factors in Product Design, Experimental Psychology, Psychological Statistics, Web Engineering

## Skills

### USER RESEARCH

Usability Testing (Software & Hardware), Survey Design and Implementation, Ethnographic Interviewing, Cardsorting Heuristic Evaluation, Personas and Scenario Development, Diary Study, Affinity Diagram, A/B Testing, Task Analysis

### PROTOTYPING

Sketch, Illustrator, InDesign, Photoshop, InVision, AutoCAD, Figma, Balsamiq, Arduino

### OTHER

SPSS, Google Analytics, Airtable, C++, JavaScript ES6, CSS/Sass