JULIE HOBSON

UX DESIGNER / RESEARCHER

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SUMMARY

Outrageously passionate recent master's graduate currently seeking a UX design / research position in the Seattle area. I am fascinated by people and how technology can support even the most technophobic among us. **Incurably curious** and a **natural communicator**, I love observing people, discerning patterns, and sketching, wireframing, and prototyping elegant solutions.

EDUCATION

CITY UNIVERSITY OF LONDON (London, UK)
MSc, Human-Computer Interaction Design, graduated with distinction (2018)
I completed a master's degree on the interface between people and technology, including a research dissertation and the following courses: Evaluating Interactive Systems, Information Architecture, Interaction Design, Accessibility, Cognition and Technologies, Creativity in Design, Data Visualization.

WASHINGTON STATE UNIVERSITY (Pullman, WA, USA)
BSc, Bioengineering, summa cum laude (2010)

UX PROJECTS

A Study on Transparency and User Trust in the Smart Home – Dissertation

As part of a project for intelligent heating company Passiv Systems Ltd, I planned a test of the effect of various explanation types on people's trust and understanding of smart home heating. I designed the experiment, recruited 60 participants, and analyzed quantitative and qualitative data. My findings will be published in the Workshop on Explainable Systems at the upcoming Intelligent User Interfaces conference.

"RockStar Sunday School" - Website Design

I used interviews and a card sort to design an idea-sharing website for Sunday School teachers. After creating a user journey, sitemap, and several clickable wireframes for the site; I evaluated it in a remotely moderated usability testing session. Finally, I designed a visual look for the site with a few mockup screens. The final design received a 'distinction' mark for my Information Architecture course.

WORK EXPERIENCE

SYSTEMS ENGINEER, Physio-Control, Inc. *(Sep 2015 - Aug 2016)*
I defined product requirements for defibrillators according to user and stakeholder needs, regulatory standards, and risk mitigations. In this role, my job was to understand the big picture of: (1) how each product is used, (2) how it is made, and (3) how it integrates into the larger connected system of products. In practice, I often advocated for the user needs amid a sea of engineering priorities. I also designed graphical user journeys and presented published research articles to the clinical/scientific team.

Beyond my core product work, I actively sought out opportunities to study users, including:
- Teaching high school students to operate Automatic External Defibrillators (AEDs).
- Observing paramedics and emergency room doctors during their shifts.
- Contributing to focus groups of flight nurses and paramedics interacting with prototype products.
- Participating in usability testing for our AED products and several days of emergency simulations on our company campus, playing various roles in the ambulance/hospital setting.

ENGINEERING LIBRARIAN, Physio-Control, Inc. *(Feb 2014 - Sep 2015)*
I was hired to fix a broken process in the engineering department. I interviewed and did extensive observations of the users of the current system to discover the largest sources of inefficiency and error. To solve these issues, I implemented a new database with graphical user interface that allows multiple users and limits manual entry. With the new system, the department runs more efficiently and errors have been significantly reduced.

ELECTRICAL ENGINEER, Pocock Racing Shells *(Jun 2010 - July 2013)*
I designed the user interface, software, and hardware of a smart rowing sensor network. In this role, one other engineer and I were the entire product team, so we not only designed and built the embedded system, but also evaluated it with users (rowing coaches and rowers).

I conducted very cold and rainy interviews and "in the wild" observations with several rowing clubs, watching them set up, use, and tear down our system over the course of eight months. Being the main contact with our users, I regularly communicated progress and results to stakeholders, advocating for change when users struggled with the design. I also embarked on rowing ethnographies: taking rowing classes and steering an 8-person boat as a coxswain.

skills

INTERVIEWS
WIREFRAMES
DATA ANALYSIS
USABILITY TESTING
DATA VISUALISATION
INTERACTION DESIGN
USER OBSERVATION
USER JOURNEYS
ETHNOGRAPHY
VISUAL DESIGN
VIDEO EDITING
PROTOTYPING
CARD SORTS
PERSONAS
SURVEYS

tools

AXURE
SKETCH
BALSAMIQ
ILLUSTRATOR
OMNIGRAFFLE
POWERPOINT
PHOTOSHOP
INDESIGN
VISIO
SPSS

languages

CSS
HTML
PROCESSING
SQL
C