

Hong B Nguyen, PHD

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[LinkedIn](#) | [Scholar](#)

User Experience Researcher/Cognitive Scientist with 6 YoE, specialized in human perception, decision-making, and behaviors. Expert in both qualitative and quantitative methods, with proven skills in turning ambiguous queries into actionable insights to drive product designs, including website, XR, and AI interfaces.

Education

The New School, New York, N.Y.
PhD, Cognitive Psychology

Manhattan College, Riverdale, N.Y.
BS, Psychology

Professional Experience

Student Advisor – The New School

August 2021 - Present

- Advised 300+ MA students. Built risk detection protocols to identify students showing early disengagement signals; coordinated interventions with faculty and registrar, supporting ~12% increase in program retention and consistent enrollment across core courses

Research Associate –The New School

August 2020 - Present

- Designed and executed human behavioral studies to inform UX design and interface optimization
- Led 20 projects (3 published) in visual cognition, adaptive interfaces, and XR systems
- Conducted 70+ structured interviews, 100+ UX studies using psychophysics, eye-tracking, and survey to understand human experience with adaptive interfaces
- Mentored 20+ undergraduate and MA students in data collection, statistical modeling, and presentation

Selected Projects

- XR Personalization:** Built computational models that predicted user preferences with ~75% accuracy, supporting adaptive visualization and personalization for XR systems [[Link](#)]
- Educational Research:** Designed math-learning tasks connected to a social issue and conducted heuristic evaluations, interviews, and surveys with students, achieving 85% positive engagement evaluation.
- Motion Perception:** Modeled cognitive biases in motion-rich interfaces, refined predictive attention models, and improved task efficiency by 15% through identification of optimal motion cues [[PDF](#)]
- Attention:** Discovered friction-based attentional cueing that reduced participants' response time by 34ms, improving user focus and attention prediction in dynamic visual tasks [[PDF](#)]

Technical Skills

- Qualitative Method:** Interviews, Heuristic Evaluation, Diary Studies, Focus Group, Literature Reviews, Concept Testing, Contextual Inquiry
- Quantitative Method:** Experiment & Survey Design, Psychophysics (Eye-tracking)
- Data Analysis:** Statistical Modeling, Multivariate Analysis, Regression, ANOVA, Data Cleaning, SPSS
- Programming:** R, Python (Pandas, Matplotlib, Seaborn, PsychoPy), JavaScript, MATLAB
- UX Tools:** UserTesting/UserZoom, Qualtrics, Unity, Adobe Illustrator, Google Workspace
- Collaboration & Communication:** People & Project Management, Presentation to Diverse Audiences

Publications

5 articles in high-impact journals (*Cognition*, *JEP:HPP*) on human perception, attention, and learning, using behavioral experiments, eye-tracking, interviews, surveys, heuristic evaluation, and computational modeling.