

# Hong B Nguyen, PHD

New York, NY 11101 ■ (917) 227-4513 ■ [hbnguyen26@gmail.com](mailto:hbnguyen26@gmail.com)

[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.