

# Jessica M. Blay

San Jose, CA

(408) 512-4473

[jessica.blay11@gmail.com](mailto:jessica.blay11@gmail.com)

LinkedIn: <https://www.linkedin.com/in/jessica-moreira-blay/>

## SUMMARY

A recent graduate with real-world experience and proven time management skills, wanting to continue learning through life and further use skills obtained in academia.

---

## SKILLS

- End-to-end usability evaluations
- Qualitative and quantitative research
- Statistical analysis using IBM SPSS, Excel, Google Sheets
- Personas, wireframes, and iterative prototyping using Adobe XD
- Creating user journeys and personas
- Excellent time management
- Summarizing and presenting results

---

## EDUCATION

Master of Science, CSU Long Beach, August 2019 to August 2021

Major: Psychology, Option in Human Factors

GPA: 3.6/4.0

**Thesis title:** How does Age of Acquisition and Fluency affect the bilingual advantage?

Noteworthy courses:

- **Computer Applications**
  - Created a research hypothesis
  - Created an application (VB.NET, HTML) to test the hypothesis
  - Wrote a report about the results
- **Human Factors**
  - Learned human factors principles and gained further understanding about human limitations
  - Gained deeper understanding of user-centered and system-centered design approaches
  - Learned and used various human factor design methods
  - Worked in a group to research and create design recommendations for enabling humans to work more effectively with automation, specifically related to aeronautics
- **Design**
  - Produced user personas in Miro
  - Created wireframes & performed iterative prototyping in Adobe XD
  - Worked iteratively in a team to design water bottle to help user stay hydrated
  - Used human factors to evaluate usability of design
  - Presented design ideas to heads of design department

**Bachelor of Arts**, San Jose State University— August 2017 to May 2019

Major: Psychology

---

## PUBLICATIONS & PAPERS

---

Blay, J. M. (2021). *How Does Age of Acquisition and Fluency Affect the Bilingual Advantage?* (Master's thesis, California State University, Long Beach). Retrieved from <https://www.proquest.com/openview/368a6f1ed8307e4754c2256481fd571c/>

Hancock, G. M., Gruber, M., Bui, U. D., Blay-Moreira, J., Apatiga, Y., Schmitz, C. E., & Hancock, P. A. (2021, June). A Synthesis of Subjective Scales Which Assess Worker Fatigue: Building a Simple, Reliable, and Effective Evaluative Instrument. In *Congress of the International Ergonomics Association* (pp. 797-803). Springer, Cham.

---

## EXPERIENCE

---

**Center for Usability in Design and Accessibility (CUDA), Long Beach, CA**  
**Research Associate (Part-Time)**

**October 2019 - July 2021**

- Worked part-time for the research and testing center CUDA at CSULB specializing in usability and accessibility in addition to my Master's degree
- Worked with clients to identify and evaluate research topics for personalized dashboard
- Created an initial knowledgebase for chatbot functionality
- End-to-end usability evaluation of new website functionality
- Plan and implement research strategies and methodologies
- Conducted focus groups remotely over Zoom
- Conducted usability tests remotely over Zoom
- Performed usability testing of different display formats for e-readers following fixed methodology
- Designed and distributed survey
- Analyzed qualitative and quantitative data from interviews, recordings, and surveys
- Performed task analysis
- Performed root cause analysis
- Identified and investigated usability errors
- Reported defects that affect usability
- Created insights of how to improve the information presented and its representation
- Advised on ways to improve usability of evaluated functionality
- Assessed e-learning course content
- Wrote course descriptions for e-learning courses for diverse audiences
- Wrote and presented evaluation reports to clients
- Wrote and presented report to clients

**Gooru (as part of Practicum course), Long Beach, CA**

**August - December 2020**

**Research Associate**

- Researched assessment theories
- Researched existing diagnostic techniques for determining knowledge level
- Designed criteria for e-learning course assessments and diagnostics to be used site wide in new courses
- Designed course for new CSULB students following assessment and diagnostic criteria
- Wrote and presented report on findings

**CHAAT, Long Beach, CA**

**October 2019 - March 2020**

**Student Trainee**

- Air traffic control (ATC) training to understand the fundamental tasks of aviation traffic controllers at the Center for Human Factors in Advanced Aeronautics Technologies (CHAAT)
- Researched workload on user performance
- Identified performance bottlenecks