Leana Copeland

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I am a user experience researcher with a PhD in computer science. I specialise in quantitative user research, machine learning, and statistical analysis. I have extensive experience with eye tracking, experimental design, and programming. I can apply research methods to a given task, including designing and running controlled laboratory experiments, as well as remote unmoderated and moderated usability testing.

SKILLS

Research

Remote usability testing tools
UserZoom, Optimal Workshop, Loop11, and Qualtrics

Eye Tracking
Seeing Machines FaceLab 5, EyeWorks, EyeTribe

User experience research methods
Eye tracking studies, moderated usability testing, contextual interviews, remote usability testing, information architecture

Data science

I have experience running statistical analyses with
SPSS, Python, R and Matlab
I have experience building machine learning models in
Matlab and Python

Programming

Strong
Python, Matlab, Javascript, HTML, CSS and SQL
Moderate
Java, C, C++, C#, PHP

Communication and team work

I am a strong communicator in both written and verbal form. I work in a collaborative agile team in my current role. We are a multi-disciplinary team that works in a 2-week sprint.
I bring user experience research capability to the team and work alongside designers, front-end developers, and content writers daily to produce high quality products.

🎓 EDUCATION

Doctor of Philosophy (Computer Science)   *Dec 2016*
Australian National University
Thesis title: *Eye Tracking to Support eLearning*

Bachelor of Information Technology (First Class Honours)   *July 2012*
Australian National University
Thesis title: *Extraction of information from Eye Gaze Data.*

Bachelor of Science (Double Major Computer Science)   *July 2012*
Australian National University

💼 EXPERIENCE

UX Researcher   *Sept 2016 – present*
Australian Taxation Office, Canberra Australia
I am part of an agile team who design and conduct a wide range of usability tests. We collect and analyse qualitative and quantitative data, and perform expert reviews.

Postdoctoral Research Fellow   *Jan 2016 – Sept 2016*
Australian National University, Canberra Australia
I designed and ran human computer interaction (HCI) experiments, to collect and analyse physiological data. I analysed the data statistically and using machine learning techniques, in particular, artificial neural networks (ANN). I supervised several students and lectured on the topics of HCI and bio-inspired computing. I lead a team who designed and developed a web application for HCI outreach activities.

Teaching Assistant   *Feb 2013 – June 2016*
Australian National University, Canberra Australia
I tutored several courses including a first-year web design and development course, an advanced level course on bio-inspired computing, a human computer interaction course, and an entrepreneurial and innovations course. I also demonstrated in computer laboratories.

Intern   *2009*
IBM, Canberra Australia
I completed a year-long internship with IBM where I learnt Siebel CRM. I gained experience developing and maintaining Siebel CRM software, and reporting from the system.

AWARDS

1. **Winner of the Best Paper award** at MHCI 2015: Imperfect Understandings: A Grounded Theory and Eye Gaze Investigation of Human Perceptions of Manipulated and Unmanipulated Digital Images.
2. **Winner of the Student Design Challenge** at OzCHI 2015: VIRK: Virtual work environment to facilitate interaction between the unemployed.