

# LESLIE PARK

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## EXPERIENCE

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**Project Manager & Research Coordinator**, Cornell Social Media Lab – Ithaca, NY August 2020—Present

- Lead study on supporting resource-challenged communities and stakeholders to teach kids digital literacy and citizenship skills
- Secured a ~\$106K [Facebook digital privacy research award](#) by ideating and writing a grant proposal with principle investigators
- Coordinate with external partners on marketing and outreach strategies for [Social Media TestDrive](#) growth reaching 100K users
- Manage activities and research operations for a 20-member lab as the liaison between faculty, research leads, and assistants
- Mentor and train four research assistants in conducting literature reviews, research methods, and experimental design

**Researcher & Project Manager**, Weill Cornell Medicine | Patient Decision Support Lab June 2020—Present

*Write and workshop bioethics interview questions; scope feasibility and validation study on mHealth for remote geriatric assessment*

**UX Researcher**, The Wall Street Journal | News Insights & Digital Strategy – New York, NY May 2020—July 2020

- Designed card sort studies informing C-level initiative to optimize site navigation, content discoverability, and active days
- Partnered with data science to identify opportunities to strategize UX research recruiting by targeting on-site behavioral patterns
- Facilitated mixed-methods study, analyzed usability issues, and uncovered foundational insights guiding [WSJ Noted launch](#)
- Led rapid planning to execution of a WSJ Puzzles intercept survey to develop personas, set benchmarks, and advise UX fixes
- Built competitive analysis and business case for a research repository and tools to streamline and scale UX research operations

**Researcher**, Cornell Tech | Digital Life Initiative & Small Data Lab – New York, NY October 2019—June 2020

- Integrate custom surveys and interactive tasks using [ResearchKit](#) open source iOS framework into mobile health research app
- Collaborate with clinical domain specialists on semi-structured interviews targeting participation attrition and perceived value
- Apply [RE-AIM](#) (reach, effectiveness, adoption, implementation, maintenance) framework to evaluate cardiac care interventions

**UX Research Associate**, Google (on-site contract) | Advertising & Research Operations – New York, NY April 2019—June 2019

- Launched the first benchmark survey for the Google Opinion Rewards App in the US Android market (sample size, n=250)
- Partnered with PM, design, and engineering to align research to product strategy: UX, user growth, and incentive models
- Created study plan and script for usability and concept testing sessions for an enterprise product's features and dashboards

**Researcher & UI Designer**, Communication and Collaborative Technologies Lab – Ithaca, NY September 2017 — September 2018

*Designed mixed methods studies to inform design implications of automating driver controls for telepresence robot systems*

- Created UI mockups, design docs, procedural guidelines, and roadmaps to align research and developer teams' goals
- Wrote survey and interviews to assess and study metrics for mental workload, usability, sense of presence, and attention
- Evaluated system's usability and user experience by analyzing lab study videos, survey data, and interview records

**UX Researcher**, Cornell Tech | Social Technologies Lab – New York, NY June 2017—September 2017

*Demonstrated feasible solution for improving research scalability and efficiency by successfully executing three web VR experiments with an automated web-VR and crowdsourcing framework of ReactVR to run on Amazon Mechanical Turk*

- Created a storyboard and workflow for VR experience including experimental procedures, UI elements, and UX guidelines
- Conducted a literature review and mapped out VR technologies to identify VR affordances and design considerations
- Identified measures and research studies on VR immersion and simulator sickness to write a web-VR UX survey
- Co-author for paper published in [The Web Conference 2018: Web-Based VR Experiments Powered by the Crowd](#)

## SPECIAL PROJECTS

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**Ambassador**, [National Day of Unplugging 2020](#) | Plan community event promoting mindful tech use November 2020—Present

**NYC Mentorship & Community Engagement Team**, [Hexagon UX](#) | Support women & non-binary folks in UX October 2020—Present

**Invited Luminary Speaker**, [Adobe MAX 2020 Creativity Conference](#) | UX/UI Track October 2020

*Session Title: Designing the Next Generation of User Experience – Topic: Equitably and ethically designing for digital well-being*

## UX SKILLS & TOOL BOX

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**Design** | persona, storyboarding, user flows, wireframing, sketching, information architecture, heuristic evaluation, concept tests

**Research** | experimental design, usability tests, surveys, contextual inquiry, card sorts, qualitative coding, lab & field studies

**Software & Languages** | Sketch, Balsamic, InVision, Python, R, HTML, CSS, JavaScript, SQL, Markdown, Git, VS Code, Qualtrics

## EDUCATION

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Cornell University

May 2018

B.S. in Communication and Information Technologies – Cum Laude, GPA 3.74

Minors: Business & Information Science, Behavioral Science Concentration

Research Focus: Human-Computer Interaction