

Lawton Pybus, PhD

UX Researcher

SKILLS

Trained HCI researcher and leader; experienced in selecting the right methodologies and executing them, managing clients and projects, meeting deadlines, and translating data into insights.

EXPERIENCE

Lead UX Researcher at MeasuringU, Denver, CO

September 2019 – Present

(Previously) Associate UX Researcher

May 2018 – September 2019

- Led full-service user experience research engagements for Fortune 500 clients
- Developed project scopes, literature reviews, research plans, moderation guides
- Recruited general and niche segment participants for moderated and unmoderated studies
- Facilitated more than 200 hours of qualitative usability studies, diary studies, and user interviews
- Programmed and fielded unmoderated surveys and usability studies, both domestic and international
- Analyzed quantitative test data in card sorts, tree tests, Kano models, among other methods
- Assisted in training clients in research methodologies
- Project-managed and facilitated teamwork to meet client needs and rapidly-shifting deadlines
- Delivered understandable, actionable results to stakeholders

UX Intern at Cabela's, Denver, CO

May 2016 – August 2016

- Assisted in every phase of UX research for Cabela's ecommerce
- Developed and conducted research plans, study materials, user interviews
- Performed qualitative and quantitative analyses
- Presented research findings to team and internal stakeholders

EDUCATION

PhD, Human Factors (HCI) at North Carolina State University, Raleigh, NC

May 2018

Developed and conducted research studies on a wide variety of UX and HCI topics, including perceived usability, behavioral intention, and product adoption

REFERENCES

Available upon request