Mark Schurgin, PhD

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SUMMARY

Research scientist, manager & UX lead. Strong expertise in human behavior, cognitive neuroscience, consumer products & healthcare settings with a versatile skill set in experimental design, mixed methods research, and human-computer interaction. I thrive on partnering with researchers, engineers and designers to rapidly create user-centered products in complex and difficult spaces. I have a record of unblocking teams in ambiguous environments by creating actionable workflows through strategic planning and processes.

PROFESSIONAL EXPERIENCE

Senior UX Researcher *Google Health | Palo Alto, CA | 2019 – Present*
UX Lead for a team of researchers and designers working on products in healthcare. Partnered with senior leadership and cross functional stakeholders to strategize, develop, and sustain user-centered research programs for 4+ product areas.

- Founded, cultivated and grew a mixed methods research team (e.g., managing, hiring, mentoring, headcount planning).
- Established a mixed methods research program utilizing a range of qualitative and quantitative methods including codesign, concept validation, surveys, ethnographic interviewing, usability testing, user segmentation, CUJ mapping, persona development, card sorting, A/B testing, log analysis, conjoint analysis, and psychophysics.
- Created and planned the entire UX research pipeline for multiple product and project tracks.
- Strong track record of inspiring cross functional teams to partner with UX early in product development.
- Received Google-wide UX Research award for conducting innovative research impacting multiple product areas across Google.
- Promoted from UX Researcher to Senior UX Researcher in August 2020

Postdoctoral Research Fellow *University of California, San Diego | Vision and Memory lab | La Jolla, CA | 2017 – 2019*
Developed and led a research program on visual memory, creating new computational models to isolate memory performance. My work led to 15+ conference presentations, and invited talks at institutions including Harvard and MIT.

- Led data analysis (e.g., SPSS, R), computational model creation (e.g., signal detection models, correlated neural noise models), experimentation software development (e.g., Matlab), neuroscience techniques (e.g., eye-tracking, EEG), and qualitative methods (e.g., survey design), including collecting and analyzing large datasets via Amazon MTurk.
- Managed and mentored multiple research teams, consisting of 12 graduate and undergraduate research assistants at any given time. Mentored 20+ undergraduate research assistants and 8 graduate students.
- Received the New Investigator Award from the American Psychological Association.

PhD Research Fellow *Johns Hopkins University | Visual Thinking lab | Baltimore, MD | 2012 – 2017*
Developed and led a research program on object recognition and memory. My work was published in 8 peer reviewed articles and I received 7 awards for my research, including the G. Stanley Hall's award for outstanding dissertation.

- Created and executed a research program including experimental design and method development, rapid prototyping, experimentation software development (e.g., Matlab), data collection (including eye-tracking), psychophysical analysis and computational modeling (e.g., Bayesian model, deep learning neural networks).
- Engaged in community outreach through creating and directing the Psychological & Brain Sciences high-school engagement program, and was the director of Brain Awareness Week at Baltimore Polytechnic Institute High School.

Lab Manager *Northwestern University | Visual Attention lab & Social Affective Neuroscience lab | Evanston, IL | 2010 – 2012*
Developed and executed international research collaboration investigating how eye movement patterns can be used to infer and predict emotional recognition in faces.

- Created and executed a research program including software development (e.g., Matlab), data collection, neuroscience data acquisition and analysis (e.g., eye-tracking, EEG, fMRI), and computational modeling (e.g., Naïve Bayes classifier).
- Developed and managed national grants (NSF, NIH) and research processes (IRB consent, subject coordination, data collection / analysis / storage) to support the work of 2 Principal Investigators, 4 Post-docs, and 4 Visiting Researchers.
- Created and managed 5 Institutional Review Board (IRB) protocols, including clinical trial protocols.

EDUCATION

PhD in **Psychological and Brain Sciences** *Johns Hopkins University | Baltimore, MD* | 2017
MA in **Psychological and Brain Sciences** *Johns Hopkins University | Baltimore, MD* | 2014
BA in **Psychology** *Vassar College | Poughkeepsie, NY* | 2010

SELECTED PUBLICATIONS

Schurgin, M. W., Wixted, J. T., & Brady, T. F. (2020). Psychophysical Scaling Reveals a Unified Theory of Visual Memory Strength. *Nature: Human Behavior*.

Schurgin, M. W. (2018). Visual Memory, the Long and the Short of it: A Review of Visual Working Memory and Long-Term Memory. *Attention, Perception, & Psychophysics, 80*(5), 1035-1056.

Schurgin, M. W., & Flombaum, J. I. (2017). Exploiting Core Knowledge for Visual Object Recognition. *Journal of Experimental Psychology: General, 146*(3), 362-375.

See Google Scholar for more