Mindy Hoover

UX RESEARCHER • PROBLEM SOLVER • VR SPECIALIST

EXPERIENCE

Google [UX Research Intern]

MAY 2018 - AUG 2018 • NEW YORK, NY

Designed and facilitated 8-day diary study (n=50) to capture user perceptions of good ads and understand the relationship between design elements, personal relevance, user emotions, and outcomes.

Conducted an in-person user study (n=8) to evaluate ad perception, usability, and satisfaction of new ad format. Presented results to engineering and project manager stakeholders.

Applied card sorting and participatory design methods to inform information architecture of online ad formats for critical verticals.

Iowa State University [Research Assistant]

JAN 2013 - PRESENT • AMES, IA

Compared effects of using augmented reality interfaces to provide assembly instructions on human performance and assembly quality.

Conducted comparative user testing of VR hardware for displaying an immersive 3D football recruiting app for the ISU Athletics Department.

Facilitated usability testing to identify effective interface elements for an augmented reality guided-assembly application. Presented results to industry professionals and stakeholders.

Mentored undergraduate students on user study design and the importance of ethical research.

Boeing [Human Factors Intern]

MAY 2016 - AUG 2016 • EVERETT, WA

Coordinated with engineers to prototype interface for new 777X touch screen displays and to test for ergonomic stability during turbulence.

Interviewed commercial and military pilots to identify opportunities for new aircraft navigation features.

CONTACT

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EDUCATION

Doctor of Philosophy
Human Computer Interaction

IOWA STATE UNIVERSITY • EST. 2021

3.97/4.00 GPA

Master of Science
Human Computer Interaction & Mechanical Engineering

IOWA STATE UNIVERSITY • 2018

3.96/4.00 GPA

🔗 Thesis Title: An Evaluation of the Microsoft HoloLens for a Manufacturing Guided-Assembly Task

Bachelor of Science
Mechanical Engineering

IOWA STATE UNIVERSITY • 2016

3.86/4.00 GPA

PROJECTS

Hands Free Cooking App [Case Study]

Conducted user research, designed user personas, and performed hierarchical task analysis to identify feature requirements.

Prototyped cooking app using Axure RP and performed user testing and comparative analysis.

Apartment Finder App [Case Study]

Interviewed users to inform prototype design for housing search app.

Conducted usability testing to identify pain-points and iterate on prototype design.

EXTRACURRICULARS

HCI Student Group [Vice President]

🔗Organised annual Usabilathon at Iowa State University to help students practice their UX problem solving skills and network with UX industry professionals.

Graduate and Professional Student Senate [HCI Senator]

Voiced concerns of HCI graduate students to a forum of student governors and voted on university legislation.

Engineers Without Borders [President]

Managed a team of 50+ students to organize $40k fundraising effort and build a water distribution system in rural Ghana.

RECENT PUBLICATIONS

Overcoming Limitations of the HoloLens for Use in Product Assembly
IS&T ELECTRONIC IMAGING • 2019

Evaluating Augmented Reality Work Instructions Delivered via Microsoft HoloLens
I/ITSEC • 2018

Comparing Visual Assembly Aids for Augmented Reality Work Instructions
I/ITSEC • 2017

Best Practices for Cross-Platform Virtual Reality Development
SPIE DEFENSE + SECURITY • 2017

SKILLS

Research Methods
Usability Testing • Interviews
Surveys • A/B Testing Card
Sorting • Diary Studies
Participatory Design
Cognitive Walk-Through

Analysis Methods
Affinity Diagrams • Task Analysis
Statistical Analysis • Personas
Journey Maps • Heuristics
Competitive Analysis

Tools
Excel • SPSS • R Studio
Qualtrics • dScout • Axure RP
Python • MatLab • HTML • C++
Unity 3D • SolidWorks

AWARDS

3DUI Contest Runner-Up
IEEE VR • 2019

Presidential Fellow
IOWA STATE UNIVERSITY • 2018

Leonard Gollobin Scholar
I/ITSEC • 2018

Design Contest 2nd Place Winner
ISU USABILATHON • 2018

Magna Cum Laude Graduate
IOWA STATE UNIVERSITY • 2016