

# 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 a new ad format. Presented results to engineers, project managers, and 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

Tested usability, speed, and accuracy of augmented reality interfaces for factory assembly applications.

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

Facilitated A/B 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

Designed experimental tasks to evaluate ergonomic stability of using new 777X touch screen displays during turbulence.

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

## CONTACT

[melyndahoover@gmail.com](mailto:melyndahoover@gmail.com)

[melyndahoover.com](http://melyndahoover.com)

[linkedin.com/in/melyndahoover](https://www.linkedin.com/in/melyndahoover)

## 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 interviews, designed personas, and performed hierarchical task analysis to identify feature requirements.

Prototyped cooking app using Axure RP. Performed heuristic analysis and usability testing.

### 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]

Organized 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