Mitchell Taylor Massey

MitchellTMassey@gmail.com
(806) 215-2258
Linkedin.com/in/MitchellMassey
Github.com/Mitchell-Massey
MitchellMassey.com

Rice University

Bachelor of Arts in Cognitive Sciences
Class of 2015
3.43 / 4.0 GPA

User Experience Researcher

@ Fondren Library, User Experience Lab, Houston, TX
August 2013 – Present

- Analyzed undergraduate study habits, web behavior, and task performance
- Improved **4** different web services over **2** years: room reservation system, institutional repository, classic catalog, & Fondren main site
- Performed weekly guerilla testing sessions in common study spaces to quickly gather data on terminology alternatives, information architectures, and usage distributions
- Assisted American Mathematical Society with ethnographic research design
- Created a bootstrap-based site, Hack Your Library, for developer and researcher resources
- Demonstrated iOS 7 Accessibility Features to faculty as keynote for Disability Awareness Event – October 2013

Emerging Interfaces REU Intern

@ VRAC, Iowa State University, Ames, IA
May 2014 – August 2014

- Co-designed a peripheral display for critical engine information in XPlane 10 tabletop flight simulator
- Developed fundamentals in 3D Modeling, CAD, C++, & Virtual Reality Design
- Completed IRB documentation – protocols for future user testing & interface evaluation
- Re-discovered my passion for gaming, animation, and VR

Webmaster & Operations Team

@ Rice Solar Car Team, Houston, TX

September 2013 – April 2014
- Implemented Squarespace CMS & Site Design
- Created monthly blog posts for student & donator communities
- Introduced Trello for team workflow management
- Helped organize work spaces and team events
- Co-managed social media (Twitter, FB, student emails)
- Attended Shell Eco-Marathon 2014

Transportation Researcher

@ Global Urban Lab - Houston, TX & Istanbul, Turkey

Spring 2013
- Investigated history of light rail transportation in global cities
- Analyzed impact of Istanbul's construction and forecasted olympic events (2020 bid)
- Visited Istanbul for 10 days to interview researchers and industry professionals on global policy issues
- Co-Published policy paper: "METRO & Marmaray: Light Rail Transportation in Houston and Istanbul

Human Factors Researcher

@ Dr. Phil Kortum's Usability Lab - Rice University

Spring 2013 – Spring 2014
- Executed over 1000 SUS instruments with Amazon Turk for tablet application study
- Created 2 webpages & led experiment trials for ballot verification in voting usability & trust study
- Implemented voting interface in CSS, JavaScript

SKILLS

User Experience Methodologies: Cognitive Walkthrough, Heuristic Evaluation, Contextual Inquiry, Google Analytics, Card Sorting, A/B Testing, Quality Function Deployment, Morae, Screen-Recording & Eye-Tracking Tools, System Usability Score Instrument, Knowledge of ISO Standards

Graphic Design: Photoshop & Illustrator, 3D Modeling: 3D Studio Max & Maya, Unity 5 Game Engine

Front-End & Object-Oriented Programming: Git, Vim, HTML5, CSS3, Javascript, Node.js, Bootstrap & Foundation, Python, C++

Rapid Prototyping: SolidWorks – CAD 3D Printing Website Wireframing

Data Analysis: T-Test, ANOVA, Post-Hoc Tests, Pivot Tables, R, GGPlot2 Graphics

Consulting & Entrepreneurship: Competitor & Market Analysis, Stakeholder Assessments, Interviewing & Negotiating, Startup Strategy & Financing