

Andrew Lambert

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PROFESSIONAL EXPERIENCE

ECHOUSER

User Experience Intern

5/2015 - 8/2015 | San Francisco, CA

Collaborating with designers, researchers, and the CEO, developed “blue sky” case study for business development purposes, demonstrating EchoUser’s competencies and process.

Led research and conceptual design of tool to support retrieval of technical context for programmers, based on 21 user interviews.

Conducted design workshop using personas, journey maps, and narrative to generate ideas, socialize the research, and empower co-workers in design

ELECTRONIC ARTS

Associate User Researcher, Contract

4/2014 - 9/2014 | Redwood City, CA

Provided UX guidance to product team by leading 5 lab studies for *Battlefield Hardline*, a cornerstone game. Identified and prioritized usability hurdles using fun and frustration metrics to influence gameplay improvement. Recommended research strategy to design director for future studies.

Led 2 one-on-one studies for *Origin* software and *Peggle Mobile*, leading to usability improvements.

Assisted in 3 studies over four days each to impact the design of *The Sims 4*.

GOOGLE [X]

User Research Assistant, Contract

9/2013 - 1/2014 | Mountain View, CA

Conducted 3 experiments of 37 participants’ reactions to auditory, motion, and instructional stimuli to impact the design of *Project Wing*, the delivery drone.

Executed secondary literature reviews for *Project Loon* to inform project direction, resulting in several feature recommendations.

Designed and moderated 2 interaction studies to inform hardware component selection for *Project Glass*.

Conducted competitor and literature review to shape vision of unannounced project, inspired by sci-fi and modern media.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY -
SCHOOL OF INFORMATION
Master of Information Systems &
Management (expected Spring 2016)

Primary: User Experience Research &
Design

Secondary: Organizational Management

UNIVERSITY OF ILLINOIS AT URBANA-
CHAMPAIGN

B.A., Individual Plan of Study: User
Experience Research & Design (2008 - 2012)

3.90 / 4.00 GPA with Highest Honors and
Highest Distinction

SKILLS

RESEARCH & DATA ANALYSIS

Quantitative & Qualitative Methods
Contextual Inquiry | Survey Design
Usability | Experimental Design
Playtesting | Personas | Journey
Mapping | Hypothesis & Statistical
Testing

DESIGN Interaction Design |
Wireframing & Rapid Prototyping
Sketch | Scenarios | Storyboards
Omnigraffle

INFORMATION VISUALIZATION
Storytelling | Tableau | Highcharts
Illustrator

SCRIPTING & MARK-UP Python | R
SQL | HTML/CSS | jQuery

HOBBIES

- hiking
- documentaries
- travel
- multiplayer video games
- volleyball

PROFESSIONAL EXPERIENCE

continued

TENCENT AMERICA

Associate User Researcher

8/2012 - 5/2013 | Palo Alto, CA

Designed & executed several studies in US video games market for China's largest games & internet company, including:

- 2 genre surveys and 1 playtest of market-leading game to influence business strategy;
- Assisted in an ethnography to refine target market segmentation survey results.

Grew international participant recruitment database from 10K to 20K+ participants for use by company partners.

DEEP SILVER VOLITION *formerly THQ*

Player Experience Researcher Intern

1/2012 - 7/2012 | Champaign, IL

Designed, moderated, and executed weekly usability & play tests for *Saints Row the Third: Enter the Dominatrix*, the follow-up game to THQ's top selling *Saints Row the Third* which sold over 4 million copies.

DISNEY RESEARCH

Research Intern

5/2011 - 8/2011 | Cambridge, MA

Modeled behavior of Disneyland Paris visitors at 5 time intervals to predict foot traffic flows and inform prototyping direction.

UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION

Research Intern

5/2010 - 8/2010 | Ann Arbor, MI

Presented design proposal and 3 technical specifications for Facebook-based health intervention through scenarios, personas, mockups, and domain research.

AWARDS

- Bronze Tablet - top 3% GPA, University of Illinois
- Chancellor's Scholar Honors Program, University of Illinois
- Best Sense of Humor for a Playful Technology - Play & Technology Seminar, University of Illinois (2012)

GROUPS

- BayCHI
- Designers + Geeks Meetup group
- Quantified Self Meetup group