

# EMOFF AMOFA

14626 King Lear CT  
(301) 806-4900

Silver Spring, MD 20906  
[amofaemoff@yahoo.com](mailto:amofaemoff@yahoo.com)

## EDUCATION

The Chicago School of Professional Psychology, Washington, DC PhD. In Applied Behavior Analysis  GPA: 3.6	August 2024
The Chicago School of Professional Psychology, Washington, DC M.S. In Applied Behavior Analysis   GPA: 3.4	October 2021
McDaniel College, Westminster, MD Bachelor of Arts in Communications and Cinema   GPA: 3.1	May 2014

## SKILLS

*Computer:* PowerPoint, Excel, Photoshop, Word, Hotjar, FullStory, Google analytics, HEART, Agile UX, Usertesting.com, Publisher, Illustrator, Access. *Language:* English (fluent), Swahili (fluent), Luganda (fluent), Arabic (Intermediate). *Research:* Qualitative and Quantitative

## WORK EXPERIENCE

### ..... *User Experience Researcher*

March 2019 - Current

WatuSoft

Frederick, MD

- Lead and execute research using appropriate methodologies (e.g. Focus groups, Contextual inquiry, Heuristic studies, Ethnography, User Testing) to learn about users, build and improve products
- Collaborate with Research Manager and the cross-functional team to identify and prioritize research with highest Impact on business opportunity improvements and product experience
- Followup on past research to measure implementation and business impact
- Share research via different mediums including: workshops, written reports, video recordings, presentation decks, etc
- Observe and analyze user behavior and present actionable insights to stakeholders and design teams
- Collaborate with analytics teams to execute AB testing and statistical analysis
- Use design techniques such as design briefs, wireframes, process diagrams, user flows or journeys to prototype and effectively communicate customer needs
- Develop discussion guides and moderate scripts to help facilitate usability inspection methods

### *Behavioral Specialist*

December 2016 - January 2022

C.R.I, Inc.

Chantilly, VA

- Complete series of functional behavioral assessments, and develop behavior intervention plans, behavior protocols, and behavior guidelines for adults with mental retardation under suppression of a BCBA.
- Complete program and individual specific training on site with 10-20 regular staff.
- Complete behavior competencies training with 15-30 newly hired employees at headquarters
- Complete behavioral observations and role model plan implementation to staff
- Analyze behavior data to prepare quarterly reports, and attend IDT meetings
- Attend local human rights and behavior management committees to present quarterly reports
- Provide direct supervision and instruction to staff through daily communications
- Create and train a positive support environment inclusive of communication strategies, adaptive materials, and environmental modification
- Assist Program Directors with monthly reports, trainings, record maintenance and quality assurance of all clinical files and documentation

## PERSONAL DEVELOPMENT

.....

- Develop social awareness programs for adult students entering the work force
- Teach work environment social scripts, using improve to 15-30 adult students entering the work force
- Collect progress data, analyze and determine if interventions are effective or need to be evaluated
- Present feedback to stakeholders through synthesized data and behavioral graphs

**CERTIFICATIONS/ RELEVANT CLASSES**

---

- Google UX Design Certificate