Philip Squire

UX Researcher

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EXPERIENCE

General Motors, Warren, MI - *UX Researcher*

January 2022 - PRESENT
- Worked with other UX Researchers to support multiple workstreams in the Customer Experience (CX) Studio. .
- Conducted generative and formative research utilizing various methods such as A/B testing, System Usability Scale (SUS) Testing, card sorting, empathy interviews and brought actionable insight using collected feedback.
- Created highlight reels to showcase value of teams.
- Successfully found usability issues, and provided solutions.
- Designed and implemented surveys, collecting data from both customers and dealers.
- Lead a recurring cross-functional meeting to ensure collaboration between the Experience Lab and Global Market Research teams to socialize findings and build off of each other's work.

SKILLS

Usability Testing, A/B Testing, Interview Moderation, Empathy Interviews, Affinity Mapping, Prototyping, Heuristic Evaluation, Data Analysis and Synthesis, Mobile UX. Proficient at creating personas, user flows, and wireframes. Familiar with web development.

EDUCATION

Michigan State University - *M.S. User Experience*

August 2023 - May 2025

Taking various courses part-time across UX Research and Design, Quantitative and Qualitative Methods, Usability, Design Fundamentals and Accessibility.

Michigan State University - *B.A. Information Science*

January 2018 - May 2021

Took courses in Software Engineering, Human Computer Interaction, and Web Development. Achieved Dean's List for final three semesters. Volunteered over spring break for two years with Pay It Forward Tours. GPA 3.2