

Philip Squire

UX Researcher

philipsquire.github.io

(248) 630 5728

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SKILLS

Usability Testing, A/B Testing, Interview Moderation, Product Research, Affinity Mapping, Heuristic Evaluation, Data Analysis and Visualization, and Web Development. Proficient at creating personas, user flows, and wireframes.

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 user interviews, and brought actionable insights to stakeholders using collected feedback.
- Conducted A/B testing, surveys, card sorting, and held collaborative synthesis sessions.
- Successfully found usability issues, and provided solutions.

Meadowbrook Hall, Rochester, MI - *Setup Crew (Summer Employment)*

October 2017 - August 2020

- Helped set up events, and occasionally bussed during events.

EDUCATION

Michigan State University, East Lansing, MI - *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