

# Philip Squire

## UX Researcher

[philipsquire.com](http://philipsquire.com)

(248) 630 5728

kpsquire@gmail.com

## EXPERIENCE

### General Motors, Warren, MI - *UX Researcher*

January 2022 - August 2024

- Worked with other UX Researchers to support multiple workstreams in the Customer Experience (CX) Studio.
- Conducted and supported 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 highlight value and pain points.
- 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.
- Onboarded and managed several external vendor tools, along with collaborating with Architects to ensure proper security standards were being met.
- Collaborated with purchasing to help manage renewals for several vendor tools, along with planning onboarding and offboarding of tools.

## 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.

## TOOLS

Adobe Creative Suite, Figma, Lucid, Miro, Optimal Workshop, Qualtrics, Stark, UserTesting,

## EDUCATION

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

August 2023 - December 2026

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