

SAMSON TOOR

(909) 438-1425 ♦ samson.toor@gmail.com

User Experience & Interaction Designer

Innovative and effective user experience and interaction designer with a background in Cognitive Science, educated with over 4 years of Human Computer Interaction design and theory in the areas of user interface, interaction, and usability design. Highly passionate about understanding user behavior surrounding technology, while synthesizing business, functional, and user requirements into meaningful work. Manages projects with adroit communication and interpersonal skills, with a proven track record at learning new concepts quickly and excelling with those new skills in all stages of product development.

PROFESSIONAL EXPERIENCE

DIRECTV Digital Innovation Lab

<http://www.directv.com/dlab/>

April 2013 - Sept 2013

Experience Strategy Team Intern

- Worked closely with a team of highly talented and visionary people to research, design, and create an entertainment experience framework which illustrates how DIRECTV subscribers consume television media that is being disrupted by Over The Top (OTT) internet streaming and cable cutting services such as Netflix, HBO GO, and Hulu
 - Designed research strategy overview documentation which defined project goals, process, resources, and preliminary roadmap with dates of key deliverables
 - Researched, created, and presented mental models, experience maps, user personas, and customer journeys outlining the relationship between the viewer and the content being viewed
 - ♦ Recruited current and former DIRECTV subscribers spanning a diverse range of ages (e.g. millennial, etc.) and conducted ethnographic research and in-home interviews
 - ♦ Analyzed in-home interview data and customer diary study data to inform the experience framework by fleshing out and validating an exhaustive set of categorically grouped phases with relation to time: discovery::awareness::intent::browse, routine::manage::decide, watch::zoned-in/zoned-out
- Presented completed experience framework and advocated research insights to major cross-functional teams and stakeholders, ultimately influencing widespread discussion leading to notable changes in the 2014 project pipeline
- Completed a competitive analysis of current weather channel offerings for all major set-top box television providers which was used in support of deliberations that ultimately led to removal of The Weather Channel in favor of rival competitor, WeatherNation

UCSD Campus Web Office

Aug 2012 - Feb 2013

Usability Intern, Various University Web Projects

- Worked with the usability director to evaluate usability of various university websites and infrastructures
- Established usability foundation for a redesign of both faculty and student portals using card-sort studies to reveal more efficient information architectures and contextual inquiries with faculty, staff, and students to test usability of website mock-ups
- Provided in-depth analysis detailing level of customization, devised technical solution for resolution and provided necessary level of effort to achieve each piece of the customization in the implementation process
- Defined categories of customizations (Interface development, Configuration, Admin Setup, etc.)
- Created documentation for an exhaustive company-specific design process
- Conducted data analysis using SPSS to produce weekly statistical reports to monitor user engagement by running multivariate regression analysis, t-tests, analysis of variance to assess data

UCSD Cognitive Science Department

March 2010 - June 2012

Practicum in Professional Multimedia Design

- Usability Based Web development: Designed a professional website for award winning Azerbaijan restaurant Café 21 in Downtown La Jolla, redesigned the University of Louisiana at Lafayette website
 - Techniques and processes include: creative briefs, requirements surveys, user personas, user tasks/scenarios, contextual interviews, competitive analyses, evaluations, style guides, content inventories, storyboarding, functional specifications, low to high fidelity wireframes and rapid prototyping
- Designed and reorganized the information architecture of the above projects for efficiency
- Managed client relationships, established and maintained expectations while adhering to clients' functional specifications in order to create websites that are usable and effective with impactful design

ADDITIONAL PROJECT HIGHLIGHTS

Designing Gesture-Based Interfaces

- Conducted a 10 week research project via contextual interviews and data gathering to best design and prototype a new and improved interface for the Google Docs app suite

HCI Programming Studio

- Prototyped a PHP web application for users of the World Health Organization, to locate professors who are providing humanitarian efforts abroad and implemented various API's to engage students in accessing relevant contact information should they want to join

EDUCATION & TRAINING

UNIVERSITY OF CALIFORNIA, SAN DIEGO

April 2014

B.S., Cognitive Science with specialization in Human-Computer Interaction

Relevant Coursework

Cognitive Aspects of Digital
Multimedia Design I and II
Cognitive Design Studio
Cognitive Ethnography
Computers and Interfaces
Distributed Cognition
HCI Programming Studio

Human Psychology
Info Visualization
Interpersonal Skills Seminar
Language and Cognition
Learning, Memory, and Attention
Managing Diverse Teams
Modeling and Data Analysis

Modeling the Evolution of Cognition
Organizational Leadership
Professional Web Design
Public Speaking Seminar
Research Methods
Sensation and Perception
Usability and Information Architecture

TECHNICAL EXPERIENCE

UX/UI Research and Design Methods

A/B Testing
Affinity Diagramming
Analysis and Critique of Interfaces
Android UX Trends
Card Sorting
Competitive Analysis
Content Inventory
Contextual Inquiry
Creative Briefs
Customer Empathy Mapping
Customer Journey

Ethnographic Field Studies
Facilitated Focus Group Activity
Functional Specification
Heuristic Evaluation
High & Low Fidelity Prototyping
Information Architecture
Interview (in-person, remote)
iOS & Mac UX Trends
Microsoft Windows UX Trends
Mobile & Tablet Device + App UX
Qualitative & Quantitative Analysis

Rapid Prototyping
Social Media UX Trends
Storyboarding
Surveys (online, offline)
Task Workflow
Usability Testing
Use Case & Scenario
User Persona
Validation & Stress Testing
Wireframes
Wizard of Oz

Software and Development

Design: Axure, Adobe Creative Suite, Balsamiq, Omnigraffle, Syncaps, Visio

OS: Mac OSX, Windows, Linux

UX Research: Camtasia, Google Analytics, Matlab, Morae, SPSS, Microsoft Office Suite, Tobii Gaze + Eye Tracking, Silverback

Development: Agile, Lean Startup

Programming: Python, Java

Web: CMS (WordPress, Drupal)
HTML, CSS, Javascript