SAMSON TOOR

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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.

PROFESSIONAL EXPERIENCE

Freelance User Experience Designer   *Nov 2013 - Present*
- Various freelance UX design roles with Fortune 500 - 1000 companies

DIRECTV Digital Innovation Lab   *April 2013 - Sept 2013*
http://www.directv.com/dlab/
User Experience Designer
- 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

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
Dec 2013

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

Relevant Coursework

Cognitive Aspects of Digital	Human Psychology	Modeling the Evolution of Cognition
Multimedia Design I and II	Info Visualization	Organizational Leadership
Cognitive Design Studio	Interpersonal Skills Seminar	Professional Web Design
Cognitive Ethnography	Language and Cognition	Public Speaking Seminar
Computers and Interfaces	Learning, Memory, and Attention	Research Methods
Distributed Cognition	Managing Diverse Teams	Sensation and Perception
HCI Programming Studio	Modeling and Data Analysis	Usability and Information Architecture

TECHNICAL EXPERIENCE

UX/UI Research and Design Methods

A/B Testing	Ethnographic Field Studies	Rapid Prototyping
Affinity Diagramming	Facilitated Focus Group Activity	Social Media UX Trends
Analysis and Critique of Interfaces	Functional Specification	Storyboarding
Android UX Trends	Heuristic Evaluation	Surveys (online, offline)
Card Sorting	High & Low Fidelity Prototyping	Task Workflow
Competitive Analysis	Information Architecture	Usability Testing
Content Inventory	Interview (in-person, remote)	Use Case & Scenario
Contextual Inquiry	iOS & Mac UX Trends	User Persona
Creative Briefs	Microsoft Windows UX Trends	Validation & Stress Testing
Customer Empathy Mapping	Mobile & Tablet Device + App UX	Wireframes
Customer Journey	Qualitative & Quantitative Analysis	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), CRS (Oracle), HTML, CSS, Javascript