

# 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. 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

#### Freelance User Experience Consultant

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 Strategist

- 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), CRS (Oracle), HTML, CSS, Javascript