Vincent Huff

UX Researcher

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Education

San Jose State University
MS, Human Factors and Ergonomics (2017)
Program Highlights:

- User Experience Design
- Human Computer Interaction (HCI)
- User Research
- Usability Testing
- Interaction Design

California State University Northridge
BA, Psychology (2013)
Degree Highlights:

- Cognitive Psychology
- Applied Cognition
- Principles of Human Factors
- Research Methods
- Statistics

My Toolbox

- User Interviews
- A/B, Card Sort
- Ethnography
- Heuristic Evaluation
- Experimental Design

- Prototyping
- Adobe
- Survey Design
- Sketch | Axure
- Interaction Design

- Usability Testing
- Website Analytics
- SPSS | R Studio
- Information Architecture
- HCI

Professional Experience

UX Researcher at Facebook through PRO Unlimited
September 2020 – October 2021 | Menlo Park, CA

- Collaborate closely with cross-functional partners (product management, data science, analytics, design, engineering, and operations.)
- Influence tool development to empower colleagues ensuring platform safety.
- Communicate research findings & recommendations to engineering, design, & leadership stakeholders in compelling and creative ways.
- Prioritize between multiple, impactful research projects.
- Conduct research using a wide variety of methods, and interpret analysis through the lens of UX, HCI, usability, and social science.
- Design and execute studies that address both user behavior and attitudes, using the right methodology for the right questions.

UX Researcher on Google Stadia through Nelson
May 2019 – June 2020 | Mountain View, CA

- Work with other researchers, designers, product managers and engineers, evaluating key aspects of player's experiences with the Stadia game platform.
- Collect and analyze user behavior primarily through lab studies, surveys, and benchmarking.
- Advocate research findings to diverse audiences through written reports and oral presentations.
- Design surveys to meet various study requirements to understand user perception of Stadia for both quantitative and qualitative feedback.
- Conduct independent research on multiple aspects of how users engage with the Stadia game platform.
- Understand and incorporate complex technical and business requirements into research.

UX Research Coordinator on Google Ads through Nelson
April 2018 – May 2019 | Mountain View, CA

- Plan, observe, and moderate usability testing sessions and interviews.
- Assist other researchers for internal and external studies, and customer panels; as well as coordinating the logistics of user research.
- Maintain relationships with Google's Account Managers, Project Manager's, Engineers, and various other groups to act as a liaison between them and the research team.

- Present findings, recommendations, and reports based on user data to various teams.
- Manage programs, defining milestones and success criteria, resource allocation and successful on-time delivery.
- Aid in conducting user researcher, for both in lab and in person sessions.

Human Factors Engineer at Buy It Installed
May 2017 – February 2018 | Irvine, CA

- Collaborate with cross-functional teams of designers, engineers, product managers, and researchers to evaluate the current system, designing surveys to understand the user, conducting usability testing, and other testing methods.
- Define users' goals and implement it into the redesign of user interfaces.
- Create user journeys, personas, heuristic analyses, and flows to map out their experience through the current system, then developing research studies based on those findings.
- Develop hierarchical task analyses and storyboards to visually lay out current operating systems and create recommendations for improvements.
- Design user experiments and collect/analyze quantitative and qualitative data.
- Create mock ups and wireframes for the redesign of user interface.

Research Assistant at California State University, Northridge
January – December 2014 | Northridge, CA

- Research the association of mental illness and depression among adolescence, and other correlated issues.
- Interpret and summarize results of statistical analyses from a wide array of research articles.
- Conduct literature reviews and summarize research findings.

Academic Experience

Sponsored Redesign: Kurbo Health Coaching App for Families
February 2016 - May 2016 | San Jose, CA

- Gamify the ongoing usage and engagement of users in regards to tracking food/exercise, and keeping track of progress.
- Design a customizable avatar for the user to associate with that will change over time depending on your progress with the app.
- Redesign the onboarding, education, and training of users into the Kurbo App.

Sponsored Redesign: Workato, Automating Business Apps with other Apps
September 2016 - November 2016 | San Jose, CA

- Design a landing page with different classes of real time information and aggregate analytics.
- Redesign the discoverability of curated and user generated content, while improving the overall browsing experience.
- Conduct heuristic analysis and analyzing the user journey through the app.
- Create user personas and journey maps to help guide the user experience.

Usability Test & Evaluation: WPS Office Mobile Application
January 2016 – May 2016 | San Jose, CA

- Write a heuristic analysis for the local and global usability issues for the mobile app WPS Office.
- Create personas, user journeys, designing a study plan.
- Conduct a usability test, analyzing the results, and presenting findings with recommendations for improvements.

Master's Thesis: The Impact of Frame Rate on Flow in Video Games
August 2016 – May 2017 | San Jose, CA

- Conduct a literature review on the flow state, tracking flow, and factors that impact the player's experience while in a video game.
- Develop a research plan that was designed and run with varying frame rates to see how it would impact the player's experience entering the flow state.
- Use eye tracking and other subjective measures to track player's engagement while in game.
- Analyze the data with a logistic regression to see how player's time in game was affected entering flow.
- Calculate an odds ratio was used for seeing how likely based on the stimuli that the participant would be in flow.
- Use ANOVA statistical analyses to see if there was a significant difference between the stimuli.