



Hilary Dwyer

PhD | UX Researcher | UX Strategist



Summary

- Mixed-methods researcher with 10 years of experience creating understanding and empathy for the frustrations and delights of users. Research projects help create and support useful, usable, and delightful products in a variety of content areas (collaboration tools, mobile, and e-learning,). Consistently inspiring change for product managers and engineers by delivering compelling presentations through thoughtful meaningful story-telling and innovative methods.



Experience

2016 - present

Senior User Experience Researcher

LogMeIn

- Comprehended and managed a full research program (qualitative and quantitative) for GoToWebinar features and experiences. The impact of this work has led a robust mobile-first redesign scheduled to launch in later 2018.
- Set the standards of practice for co-design at LogMeIn by leading the first project where designers collaborated in-person with customers and subsequently trained researchers across the organization to run their own sessions.

2016

Postdoctoral Researcher

ATLAS Institute, CU-Boulder

- Developed, designed and implemented data collection, analysis, and reporting for a hardware/software toolkit resulting in an extensive user database, preliminary findings for grants and publications, and increased usability of the product for students.

2014 - 2016

Associate Researcher

Center for Children and Technology, EDC

- Advised, planned, and executed the program evaluation, assessment, and research design for a national technology-based project resulting in two NSF reports and anecdotal evidence for publications.

2009 - 2015

Graduate Student Researcher

UC Santa Barbara

- Managed a mixed-methods research study to develop software and curriculum about computational thinking in elementary school that resulted in multiple publications and two modules used with over 1,500 students across California.



Education

2014

MA/PhD, University of California, Santa Barbara

Learning Sciences, Feminist Studies

2006

BS, Fairfield University

Mathematics, Biology



Personal Info

508-221-5422

hilaryadwyer@gmail.com

www.hilaryadwyer.com

www.linkedin.com/in/hilaryadwyer



Skills

Ethnography / Field Visits

Usability Testing

Surveys

Interviews / Focus Groups

Descriptive / Inferential Statistics

Benchmark Studies



Tools

Ustesting.com

Respondent.io

Qualtrics

dscout



Publications

2018

Medium Using co-design to evangelize customer empathy across the organization

2017

Book Interviewing Customers: The LogMeIn Way