

Tyler Norman

Seeking UX Research Internship

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EXPERIENCE

Farmers Market Mobile Application | UX Researcher, Project Lead

AUGUST - DECEMBER 2021

- Designed a 60+ respondent survey and conducted field research at 4 farmers markets to uncover gaps in collaboration between farmers and vendors
- Structured and executed 8 in-person and remote user feedback sessions, cognitive walkthroughs, and usability tests on prototype iterations
- Created personas and empathy maps to integrate diverse data sources and inform empathic design
- Informed future design of a community-based mobile application through qualitative and quantitative analysis of evaluation findings

Automobile Audio UI | UX Researcher

AUGUST - DECEMBER 2021

- Consolidated data from 4 separate user interviews via affinity mapping to gain insight into current practices and preferences for in-car media control
- Balanced industry and academic objectives by collaborating with a car audio company to develop a control interface for an emerging audio technology
- Contributed actionable insights into the real-world implementation of this system through 2 cognitive walkthroughs and usability tests of a high-fidelity physical and digital prototype

Applied Psychology Capstone | Student Researcher, Co-author

AUGUST 2019 - MAY 2020

- Designed a between-groups experimental study to examine the impacts of texting on romantic relationships
- Carried out 20+ laboratory sessions with couples to evaluate the effectiveness of different communication mediums
- Executed 8 mixed model and 3 multilevel mediation analyses to draw quantitative comparisons of survey data from different experimental groups
- Advanced current knowledge on this topic by co-authoring a published research paper

Advanced Statistics Research Project | Independent Research

JANUARY - MAY 2019

- Interpreted pre-existing national survey data to examine human-technology relationships in the U.S.
- Conducted a focus group with 5 college-age adults to gain deeper insight into users attitudes and self-efficacy towards technology
- Performed over 20 regression, mediation, and moderation analyses to draw statistical inferences about different population segments of technology users
- Provided guidance to future research on this topic through a poster presentation to faculty and peers

EDUCATION

Georgia Institute of Technology

MS in Human-Computer Interaction

Aug 2021 - May 2023 (expected)

Southwestern University

BS in Psychology

Aug 2016 - May 2020

PUBLICATIONS

Computers in Human Behavior, Elsevier (2021)

"A Daily-Diary Study on the Effects of Face-to-Face Communication, Texting, and Their Interplay on Understanding and Relationship Satisfaction"

PRESENTATIONS

Society for Personality and Social Psychology

National Conference (2021)

"Reading Between the Lines: The Effects of Texting on Relationship Satisfaction and Understanding in Romantic Couples"

Research & Creative Works Symposium (2019)

"Trends in Interest, Information, and Attitudes Towards Technology Over Time"

SKILLS

Research

Interviews, Survey Design, Usability Testing, Contextual Inquiry, Coding, Field Research, Experimental Design, Cognitive Walkthrough, Quantitative Data Analysis, Heuristic Evaluation, Competitive Analysis, Focus Groups

Storytelling

Personas, Empathy Mapping, Inferential Statistics, Descriptive Statistics, Report Writing

Design

Sketching, Wireframing, Low-Fidelity Prototyping

Tools

SPSS, Figma, Balsamiq, Qualtrics, Otter.ai, Dedoose, Miro

EXTRACURRICULARS

Georgia Tech HC-Hive Podcast (Editor)

Southwestern University Varsity Tennis