

MITCHELL BADER

mitchellbader1@gmail.com | (847) 507-9217

Portfolio: www.mitchellbader.com | LinkedIn: www.linkedin.com/in/mitchell-bader

UX RESEARCHER

Design Solutions and Research Operations Support

AREAS OF EXPERTISE

- Usability Testing
- User Interviews
- Surveys
- Qualitative Methods
- Wireframing
- User Personas
- Journey Mapping
- A/B Testing
- ResearchOps
- UXR Metrics/KPIs
- Heuristic Analysis
- Design Thinking

SKILLS

UserTesting.com, Qualtrics, SPSS, Figma, Adobe XD, Webflow, Google Analytics, Hotjar, Google Search Console, Miro, Verint ForeSee, Microsoft Office Suite, Google Suite, Excel, Sheets, SQL

EDUCATION

Bachelor of Science, Human Systems Engineering – Arizona State University, Tempe, AZ, (2019 - 2023)

Minor: Design Studies

GPA: 4.0/4.0

Coursework: Design Thinking, Perceptual Systems, Human Subjects Research, Human Factors, Systems Engineering, Material Science, Cognitive Science, Occupational Safety, Equity and Inclusion

Selected as the Outstanding Graduate for the Undergraduate Human Systems Engineering Program

PROJECTS

ASU Homepage Usability and Brand Perception Test – Capstone:

Worked within the UX Research team at ASU Enterprise Brand Strategy and Management, designing a usability test to analyze usability issues and perceptions of excellence on the ASU homepage based on existing survey comments.

- Conducted **180 remote usability tests** and performed qualitative and quantitative analysis of results. Insights were reported to ASU Human Systems Engineering faculty and ASU Brand staff, who received and later implemented recommendations for site improvements.
- Advised by managers and professor, but this study was a solo effort.

Examining the Effects of Educational Video Playback Speed on Memory:

Designed experiment on video playback alterations and their effect on learning and memory. Findings carry implications for video player UX design.

PROFESSIONAL EXPERIENCE

UX Research Recruiting Coordinator

9/2023 - Present

AnswerLab, Remote

- Field up to 5-8 concurrent requests for study support from Google UX researchers and collaborate to develop recruiting strategies.
- Write or edit participant screener forms
- Use participant databases and creative strategies to recruit niche profiles for B2B UX research studies.
- Phone screen potential participants to schedule a research session.
- Ensure all non-disclosures and consent forms are signed by participants prior to their participation
- Track participant attendance and ensure timely delivery of participant incentives
- Notable achievements while in the position have included:
 - Educated team on new SQL tool for searching an internal participant database.

Qualitative Research Aide / Management Intern

10/2022 - Present

Arizona State University, Remote

Professional Experience Continued

- Work with a high-performing team of 7 UX researchers to monitor the status of existing ASU sites, as well as support the launch of new sites and services.
- Perform usability testing, user interviews, survey research, analytics tracking, and heuristic evaluations regularly.
- Use mixed-methods analysis to distill findings for stakeholders into easy-to-understand presentations.
- Formerly a student worker, remained an intern post-graduation
- Notable achievements while in the position have included:
 - Singlehandedly completed a capstone project on ASU's homepage, involving background research, usability testing, data analysis, and reporting, in order to identify the overlap between site usability and impressions of the ASU brand.
 - Have been responsible for monitoring and reporting quarterly site performance of the ASU homepage and campus site.

Customer Success Program Management Intern – User Experience

6/2022 - 8/2022

Qlik, Remote

- Working in a team of 3, analyzed the current state of Qlik's user experience, compared against competitors to produce recommendations for the 2023-2024 Customer Success strategy at Qlik.
- Summarized and detailed work in an internal white paper presented to executive staff and produced mockups and wireframes using Figma to influence current and future UX initiatives.
- Met with stakeholders within other departments to drive internal change across Qlik's portfolio of sites.

Advisor

5/2021 - 8/2021

Best Buy, Chandler, AZ

- Delivered exceptional service while serving customers to create a positive experience and built professional client relationships within the store's Front End and Mobile Departments.