

JOY ROBINSON, PHD

UX RESEARCHER

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L : Huntsville, AL



QUALIFICATIONS

Research:

10+ years of experience in exploring user and social science research, evaluation, and analysis in academic settings.

Teaching:

15+ years experience in program and course development including strategic planning, resource development, and classroom instruction. Taught over 100+ university course sections in technical communication and UX for graduate and undergraduate students.

Management:

5+ years as a proactive manager, team builder, and tactical planner with ability to hire, train, and motivate a team to meet objectives. Experienced in fostering academic and industry relationships.

EDUCATION

PHD / DEGREE

Technical Communication

Illinois Institute of Technology

2014

MASTER / CERTIFICATE

Online Teaching

University of Illinois Springfield

2010

MS / DEGREE

Technical Comm & Information Design

Illinois Institute of Technology

2009

MS / DEGREE

Metallurgical and Materials Engr.

Illinois Institute of Technology

1991

BS / DEGREE

Biomedical Engineering

Rensselaer Polytechnic Institute

1988

EXPERIENCES

RESEARCH AND UX

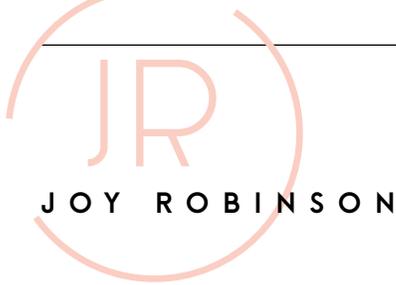
Summary: Managed/conducted various social science research projects. Co-authored/published 10+ articles on UX research methods and practice, innovative teaching pedagogy, and collaboration in peer-reviewed journals. Designed and managed multiple research projects leveraging human centered research methods. Founded and managed the UX lab at University of Alabama in Huntsville.

- Responsible for formulating research questions and hypotheses aimed at understanding the underlying design or research problems.
- Skilled in planning, coordinating, designing, and facilitating data gathered using various research protocols and methods in diverse research areas such as collaboration and communication, interfaces, and language.
- Leveraged a wide range of user research methods including surveys, observations, card sorts, focus groups, interviews, and usability testing to obtain user feedback, understand complex phenomenon, or unravel work practices.
- Made prototypes and conducted usability testing, A/B testing, interviews, eye tracking, and heart rate monitoring in formal, informal, and remote testing settings.
- Co-developed assessment processes for departments, programs, and grants needed for successful accreditation and to satisfy funding assessment.
- Experienced translating research results into actionable recommendations and in presenting results in various formats (e.g., written reports, presentations, data visualizations, and highlight videos) to all levels of audiences.
- Serves as experienced advocate for UCD practices throughout the design lifecycle, recommending research protocols and methods to answer specific research questions, and requesting/gaining approval through university IRB.

TEACHING

Summary: Developed and taught undergraduate, graduate, and online classes in technical communication and UX and when, where, and how to deploy UCD methods including persona creation, card sorts, usability testing, contextual inquiry, focus groups, interviews, and surveys.

- Developed and deployed formative course evaluations to identify student pain points and needs; used the results to inform my teaching and improved student satisfaction.
- Developed, produced, and conducted technical writing and UX training for corporate, government and industry clients.
- Crafted instruction guides, video lectures, and other diverse learning materials about complex topics such as understanding audiences, web design, critical thinking, infographics, and data visualization.
- Solicited and worked with local industry and government faculty of different disciplines (such as engineering, computer science, nursing) to identify and select real-world projects for use in the classroom and create innovative collaborative learning opportunities for students.
- Negotiated with school/departments to create, develop, and introduce new programs including a Masters UX certificate, a Writing certificate, and an online Freshmen seminar course.



EXPERIENCES (CONT.)

SELECT JOBS

Asst. Professor Technical Writing & New Media

University of Alabama in Huntsville (AL), - English Department
Fall 2015–present

Brittain Postdoctoral Fellowship

Georgia Institute of Tech (GA)
Literature, Media, and Comm.
Fall 2013–Fall 2015

Principal Consultant

Y-Valuate, Inc.(IL)
2010–2013

Director - Digital Media Center

Illinois Institute of Technology (IL)
2005–2010

Senior Site Trainer

J.P. Morgan Chase (IL)
2004–2005

Tech Manager - Digital Media Center

Illinois Institute of Technology (IL)
2000–2004

Principal Consultant

Ujima Consultants, Inc. (IL)
1997–2000

Project Engineer

Inland Steel, Bar Division, Quality and Technology (IN)
1990–1995

SKILLS

Stats: SPSS/Stata



Web Analytics



Adobe Creative Design Suite



Data Visualizations



Survey Software



HTML/CSS



Microsoft Office Suite



Prototyping Tools



MANAGEMENT

- Responsible for incorporating the Digital Media Center (IIT) as a fully functioning department within the university with a yearly budget of over \$100,000. Supervised and provided technology leadership to over 60 diverse staff to administer technology literacy, technical support, and academic enrichment programs for youth, college students, and senior citizens.
- Hand-picked for my expertise to conceptualize and co-administer a \$2 million private and public-funded technology outreach program with responsibilities for strategic planning, community development, and managing internal and external technology and human resources.
- Managed multiple technology programs and community labs that supported over 2500 Chicago community clients (teachers, students, community members) aimed at improving technology literacy.

COMMUNICATION AND COLLABORATION

- Developed and participated on over ten (10) advisory boards, councils, and committees comprised of industry, community and academia representatives to leverage and coordinate financial, technology and academic resources for various organizations.
- Strong verbal, written, and problem solving skills; comfortable communicating and collaborating in virtual, remote, and face-to-face contexts to large and small groups.
- Expert document writer of standard operating procedures, protocols, instructions, policies, and grants in production and academic environments.
- Great with conceptualizing complex concepts into graphics.
- Skilled communicating to and working with diverse audiences of designers, engineers, technologists, managers, and executives at all project stages.

RECENT PROJECTS

UX research over the years: This study included the analysis of UX field publications since 2000-2018 through an review and coding of over 800 empirical publications. A follow-up, a survey was issued to practitioners in the dataset inquiring about UX method priority in research, as distinct from evaluation. The study found that publications and practices vary: practitioners cite the value of qualitative triangulation but publish quantitative more readily studies.

State of the field in teaching and learning: This study assessed the digital habits of teachers in the writing and communication field via surveys, interviews, and the collection of teacher artifacts. The survey revealed teachers rely on themselves for tech/digital assistance. Interviews showed that most teachers lack a cohesive digital pedagogy and instead rely on a patchwork of digital classroom activities to shape their teaching philosophy.

Prototyping teacher sharing: In this study, students were asked to prototype various iterations of a website designed for teachers to share digital content. Each of three prototypes were usability tested and later refined. The study helped to identify website requirements.

Assessing the value of TW: This study included the evaluation a technical writing course by examining specific deliverables from the class. The evaluation included over 100 "letter to a future" student assignments, which were mapped to better tease out the actual takeaways from the class. The results indicated students valued peer review and writing stages as a critical in the TW course.

Leadership and collaboration: This study examined the language and behaviors of gamers playing for five (5) weeks in a virtual environment. Teams were recorded while gaming 10-hours a week. Methods included weekly surveys with follow-up interviews. Virtual leadership processes were found to mirror those in real world contexts, but applicable leadership theories operated differently in a virtual gaming environment.