I'm Zoë Rathbun.

I'm a curious, rigorous and empathetic mixed methods User Experience Researcher. I'm looking to apply and expand my research and help to create equitable, human-centered products.

Contact

zoemrathbun@gmail.com
zoerathbun.work
(408)431-0454

Methods

- Semi-structured interviews
- Usability testing
- Diary Studies
- Directed Storytelling
- Cultural Probes
- Contextual Inquiry
- Heuristic Evaluation
- Participatory Workshops
- Recruitment
- Data Collection
- Synthesis
- Data Visualization
- Statistical Analysis
- Written Communication
- Journey Mapping
- Sketching
- Wireframing
- Prototyping
- Videography

Software

- R
- SPSS
- Microsoft Office Suite
- DScout
- Usertesting
- Zoom Conferencing
- Adobe Creative Suite
- Google Suite
- Keynote
- Figma

Experience

VR Researcher | 2018-2019
University of California, Santa Barbara
Center for Virtual Environments and Behavior

- Evangelized research center by leading in the setup of new VR hardware, software systems and lab protocols.
- Organized interdisciplinary meetings across departments to present results and gain grant funding.
- Effectively balanced priorities and deadlines of multiple projects.
- Mentored undergraduate students in learning to code experiments in VR.

Mixed Method Researcher | 2017-2018
University of California, Santa Barbara
Spatial Thinking & Spatial Neuroscience Lab

- Coauthored 2 publications in top tier psychology journals.
- Gathered quantitative and qualitative data using surveys, psychometrics, eye tracking and experiments.
- Analyzed both qualitative and quantitative data and used this data to inform next steps in various research projects.
- Communicated findings in presentations & publications.
- Developed and standardized protocols for studies and trained assistants on these protocols.

UX Research Intern | Jun-Aug 2017
University of California, Santa Barbara
Center for Mindfulness and Human Potential

- Lead semi-structured interviews and created personas for an online platform aimed at teaching mindfulness to high school students.

Projects

Usability Testing | Firefox

- Uncovered critical usability issues within Firefox's browser customization feature.
- Presented and communicated results along with their severities to guide Firefox's UX team in a redesign of this feature.

Generative and Evaluative Research | Frog Design

- Lead a remote end-to-end research project using semi-structured interviews, workshops, and usability tests to inform product decisions.

Education

University of Washington | 2019 - 2020
Masters of Human-Computer Interaction and Design

University of California, Santa Barbara | 2014 - 2017
Bachelors of Science, Biopsychology
Minor in Art and Technology

References

Mary Hegarty, PhD.
University of California, Santa Barbara
hegarty@ucsb.edu

Liz Chrastil, PhD.
University of California, Irvine
chrastil@uci.edu

Angel Grublev
CEO Freedcamp
angelgrublev@gmail.com