

RICK SWETTE

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- Profile** UX Researcher, Designer and Analytics specialist. 6 years of research oriented UX experience and 3 in academia as a human computer interaction researcher.
- Experience**
- Usability Analyst, Infor Retail - New York City, NY - 2016-present
I conduct onsite ethnographic research, usability test, and monitor our users longitudinally through feedback and analytics.
- Research and Design, Freelance – New York City, NY - 2015-2016
I designed, coded and tracked users on www.sweetearthfoods.com. I also did analytics work with Digital Pulp, usability testing with eBay Enterprise.
Clients: Sweet Earth Natural Foods, Nixon, UNC-Chapel Hill, Vanderbilt, Pepsi
- Insights Analyst and UX Designer, Isobar – New York City, NY - 2013-2015
Started as a UX designer then Insights analyst in agency setting. Reporting/Discovery, Analytics Implementation and Dashboard Design and A/B testing.
Clients: NBCSports, GM, Adidas, Nat Geo TV, Bayer, Umpqua Bank, Alamo, Enterprise, Lego
- UX Research Intern, Google Apps for Business, Mountain View, CA – 2012
Discovered insights around sign-up process through survey, eye-tracking and talk-aloud.
Conducted multiple ethnographies around the needs of a small, mobile business.
- HCI Researcher, Georgia Tech Sonification Lab, Atlanta, GA – 2011-2013
Worked on a variety of projects in the design of space of augmenting human performance in the vehicle and published my thesis on infotainment menu navigation in AutoUI2013.
- User Interface Developer, TopQuadrant, Mountain View, CA – 2009-2010
Sole UX designer for this tiny semantic web startup and expressed my designs through production level AS3 code.
- UX Prototyper, eBay, San Jose, CA – 2008
Created widgets for togo.ebay.com and led the research, design and development for a new image viewing experience on eBay's most frequently visited page.
- HCI Researcher, Northwestern ArticulaLab, Evanston, IL – 2007-2008
Paid undergraduate position where I programmed a human avatar for research around nonverbal behaviors on rapport building.
- Education**
- Georgia Institute of Technology – M.S. in HCI, Psychology Track - 2011-2013
Northwestern University - B.S. in Cognitive Science, B.S. in HCI and Animate Arts- 2004-2008