

# Rick Swette

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## Profile and Skills

UX Researcher with 7 years in industry and 3 in academia as a human computer interaction researcher. My 4 skill areas: User research and KPIs. Prototyping and usability testing. Design and dev of usage analytics systems. Storytelling and analysis of quant and qual data.

## Experience

Usability Analyst, Infor, Hook&Loop — New York City, NY — 2016-present

Conduct ethnographic research, usability test, and monitor our enterprise software users through feedback and analytics for the centralized design team at Infor. Lead anything regarding user tracking and data analysis. Key contributor in project KPI discovery and setting.

*Clients: Whole Foods Market, Walgreens, McKinsey & Company*

Research and Design, Freelance — New York City, NY — 2015-16

Designed, built and tracked users on [sweetearthfoods.com](http://sweetearthfoods.com), analytics work with agency Digital Pulp, usability tested with eBay Enterprise, and more.

*Clients: Sweet Earth Natural Foods, Nixon, UNC-Chapel Hill, Vanderbilt, Pepsi*

Insights Analyst and UX Designer, Isobar — New York City, NY — 2013-15

Transitioned from a designer to a data role in agency setting. Reporting and discovery work, analytics implementation and dashboard design, and managed A/B tests.

*Clients: NBC Sports, GM, Adidas Bball, Nat Geo TV, Bayer, Umpqua Bank, Alamo, Enterprise, Lego*

UX Research Intern, Google, Apps for Business — Mountain View, CA — Summer 2012

Discovered insights around the sign-up process through a usability study with eye-tracking. Conducted ethnographic research around the needs of small, mobile businesses.

HCI Researcher, Georgia Tech Sonification Lab — Atlanta, GA — 2011-13

Worked in the design space of augmenting human performance in the vehicle, specifically through multimodal interfaces. Published my masters thesis in infotainment menu navigation as a proceeding in AutoUI2013 focused on sub-tasking.

User Interface Developer, TopQuadrant — Mountain View, CA — 2009-10

Sole UX designer for small semantic web startup. Expressed my designs through pushing prod AS3 code. Projects: UI uplift, graph widget redesign, widget improvements and used our solution to build a bug tracker.

UX Prototyper, eBay Inc. — San Jose, CA — Summer 2007, 2008

Created new widgets for [togo.ebay.com](http://togo.ebay.com) and led the research, design and development for a new image viewing experience on eBay's most frequently visited page. Interned previous summer and developed 10 pitches for new experiences on [eBay.com](http://eBay.com).

HCI Researcher, Northwestern ArticulaLab — Evanston, IL — 2007-08

Paid position where I programmed a virtual human avatar for research around the effect of nonverbal behavior on rapport building. Contributed to research via an independent study with the lab.

## Education

Georgia Institute of Technology — M.S. in HCI, Psychology Track — 2011-13

Northwestern University — B.S. in Cognitive Science, B.S. in HCI and Animate Arts — 2004-08