GEOFF ROBERTSON

geoff@geoffrobertson.me

-

-

geoffrobertson.me

EDUCATION

University of South Carolina	George Mason University
Bachelor of Arts, 2006	Master of Arts, 2010
Experimental Psychology	Human Factors / Cognitive Psychology

INSTRUCTION

Nielsen Norman Group		University of Maryland	
Seminar Creator / Presenter		Course Creator / Lecturer	
Working with Qualitative Data	April 2018	The UX Analysis of Emerging Technologies	Spring 2020
The UX of Blockchain Part 1	June 2019		Spring 2021
The UX of Blockchain Part 2	July 2019		

EXPERIENCE

	Hobsons	Discovery Education	Chockablock, LLC
	Human Factors Specialist	Manager, UX Research	Founder / UX Specialist
	Arlington, VA	Silver Spring, MD	Baltimore, MD
geoffrobertson.me/ux-research	Nov. 2011 - April 2013	April 2013 - April 2018	April 2018 - Present
RESEARCH			
Apparatus Design	✓	✓	
Ethnographic	✓	✓	✓
User Testing	✓	✓	✓

Usability Testing	✓	✓	✓
Field Testing		✓	
Beta Testing		✓	✓
A/B Testing	✓	✓	✓
Surveys	✓	✓	
Fieldwork	✓	✓	
Observations	✓	✓	
Interviews	✓	✓	✓
Focus Groups	✓	✓	
Diary Studies	✓		
Eye Tracking		✓	
Card Sorting	✓	✓	
Participatory Design	✓	✓	
Task Analysis	✓	✓	✓
Heuristic Evaluation	✓	✓	✓
ANALYSIS / REPORTING			
Qualitative Data Coding	✓	✓	✓
Persona Development	✓	✓	✓
Behavior Modeling		✓	✓
Journey Mapping		✓	✓
Competitive Analysis		✓	
KPI Development		✓	✓
Data Visualization	✓	✓	✓
Animation / Video Production		✓	✓
DESIGN			
Information Architecture	✓	✓	✓
Storyboarding	✓	✓	✓
Wireframing	✓	✓	✓
Prototyping	✓	✓	✓