GEOFF ROBERTSON

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HIGHLIGHTS

- Masters in Human Factors & Applied Cognitive Psychology (2010)

- 10+ years experience as an User Experience Specialist / Researcher

- 3+ years experience working within the blockchain / crypto / decentralized space

  - Knowledgable in the UX implications of blockchain technology

  - Conducted research studies on the usability of PoS staking wallets

  - Provided UX research, design, and strategy consulting to a variety of teams

  - Created UX of Blockchain course for UMD's HCI Masters program

- Highly familiar with a variety of research techniques / mixed methods approach

  - Specializes in the capture, analysis, and reporting of qualitative data

  - Developed camera apparatuses for in-field research / usability tests

  - Developed qualitative data coding techniques for analyzing collaboration

- Strong visual communicator with excellent animation & video production skills

  - Created and presented multiple seminars for the Nielsen Norman Group

  - Created and administered multiple courses for UMD's HCI Masters program

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		
The UX of Blockchain Part 2	July 2019		Spring 2021

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	✓	✓	✓

DETAILS

Chockablock, LLC	Founder / UX Specialist	Baltimore, MD	2018 - Present

I founded Chockablock as a vessel to get myself involved in the UX of cryptocurrency, blockchain, DTL, dApps, DeFi, etc. after realizing how the fundamental paradigm shifts in decentralized technology were bound to impose UX challenges to future, unfamiliar users. Since then it's been my mission to help those working with this nascent technology create more user-friendly products as well as educate fellow UX practitioners about this emerging space. Below are a few highlights from my time thus far.

- Conducted a usability study aimed at understanding the issues non crypto savvy users encounter when interacting with crypto wallets.
- Researched and designed a cryptocurrency accepting payment gateway for a startup developing an e-commerce platform.
- Created various wallet tutorials and crypto education videos for an organization behind the development of a PoS privacy coin.
- Curated and lead a course for the HCI Masters program at University of Maryland on the UX analysis of decentralized technology.
- Created and lead two seminars for the Nielsen Norman Group on the UX of blockchain, cryptocurrency, and dApps

Discovery Education	Manager, UX Research	Silver Spring, MD	2013 - 2018

I initially started at Discovery Education (DE) as a UX Specialist focused on Information Architect. However, I took the initiative early on to demonstrate the ROI of UX Research and subsequently spent the next five years conducting short and long-term studies while simultaneously establishing UXR infrastructure and protocol for the organization. Below are a few highlights from my time at DE.

- Designed and built untethered camera apparatuses used to capture multi-user, student/teacher-device interactions in real-life classrooms.
- Created qualitative data coding techniques for analyzing usability and field studies which tested collaborative, multi-user products.
- Served as the impetus for the development of a new collaborative platform via findings from research focused on user needs and behavior.
- Used research methods including: observations, focus groups, interviews, usability tests, field tests, eye tracking, surveys, card sorting, etc.
- Created and lead a seminar for the Nielsen Norman Group on techniques for capturing and analyzing qualitative data in EdTech.

Hobsons / Naviance	Human Factors Specialist	Arlington, VA	2011 - 2013

I established a core philosophy while working at Hobsons that I still use as a driving principle today: My job, as a UX Researcher, is to build a window that allows my colleagues (especially the developers) to see and learn about their end-user.

- Designed and built a tethered camera apparatus used to capture student-device interactions during moderated usability / field tests.
- Planned and facilitated on-sight field tests of a mobile application designed for high-school students and college counseling personnel
- Used research methods including: observations, focus groups, interviews, usability tests, diary studies, surveys, card sorting, etc.
- Translated research findings pertaining to the unmet needs of teachers, registrars, and college counselors into wireframes and prototypes.
- Lead data-driven persona development using research findings and helped team better understand user types previously not identified.