

CANDICE WISWELL, PH.D.

UX RESEARCHER & BEHAVIORAL SCIENTIST

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💬 [References available upon request]

EDUCATION

Ph.D. Psychology

Concentration: *Cognitive & Behavioral Neuroscience*
George Mason University
Fairfax, VA

M.A. Psychological Research

Texas State University
San Marcos, TX

B.A. Psychology (cum laude)

Northern Kentucky University
Highland Heights, KY

SKILLS

- User interviews / Focus groups
- Usability testing methods
- User personas / Segmentation
- Survey development & analysis
- Ethnographic research methods
- Concept testing
- Agile methodologies
- Instructional design
- Strategic research planning
- Quantitative/Qualitative methods
- Project management
- Information Architecture
- Stakeholder management
- ANOVA, Regression, T-tests, etc.
- Data storytelling & translation
- Consumer insights
- Competitive analysis

WORK EXPERIENCE

User Researcher & Web Content Editor

GuROO LLC (Remote)

July 2023–present

- Develop and lead user research and testing, and apply findings to content transformation and migration on an enterprise-level website
- Cross-functional collaboration with devOps, UX design, leadership, and stakeholders to design and build a best-in-class, modern WestPoint.edu informed by stakeholder analysis and user research
- Improve overall user experience, including navigation and information architecture using card sort and site map best practices to update the website content strategy and taxonomy
- Scope, plan, and contribute to complex design projects that cover multiple phases of the design process
- Identify major content issues that impact user experience and determine solutions to create deliberate, inclusive approaches to content changes for long-term improvement
- Enhance compliance with accessibility and security best practices, search engine optimization, responsiveness, and editorial workflow
- Monitor the success of content strategy and transformation, by establishing KPIs, monitoring analytics, and reporting results; analyzing data and suggesting corrective action; and performing additional user testing during and after redesign
- Increase buy-in and support from the United States Military Academy community

UX Research Lead & Founding Member

The UXR Lab (Remote)

June 2022–October 2023

- Led an interdisciplinary team of 8 UX Researchers to gather behavioral insights to improve user-centric processes and digital products for B2B and B2C clients (SaaS, tech startups, FinTech)
- Defined problem space, create research plans, and conduct quantitative and qualitative research in the generative and evaluative stages using human-centered design methodologies
- Gained buy-in and mapped service design solutions to client's business goals and KPIs
- Supported research operations at scale by developing protocols for participant and knowledge management, data governance, research templates, repositories, and information architecture
- Facilitated workshops in design thinking, strategize research roadmaps, develop deliverables, communicate insights and recommendations for improving and developing products

RELEVANT CERTIFICATES

- 7 UX Research & Design Courses
 - UX Research for Agile Teams
 - Design Thinking Process
 - UX Remote Research
 - Human Subjects Research: Social & Behavioral Research (CITI)
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RESEARCH IMPACT

- 8+ publications
 - 8 conference presentations
 - 6 research honors & awards
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MEMBERSHIPS

- User Experience Professionals Association International (UXPA)
 - Vision Sciences Society
 - UX Researchers Guild
 - Ethical Design Network
 - Inclusive Design Jam
 - MRx Pros Insights Career Network
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TOOLS

- Figma
 - Miro
 - Slack
 - Trello
 - Canva
 - Loom
 - Otter.ai
 - RStudio
 - Camtasia
 - Qualtrics
 - Lookback
 - SurveyMonkey
 - Microsoft 365
 - Microsoft Teams
 - Adobe Creative Suites
 - Jira
 - Zoom
 - Skype
 - Outlook
 - Dropbox
 - SPSS
 - Sketch
 - MouseFlow
 - SharePoint
 - Optimal Sort
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PROGRAMMING

- R
- Matlab
- Python
- HTML/CSS

Psychological Research Scientist

George Mason University, Dept. of Psychology (Fairfax, VA)

August 2017–May 2023

- Led 8 research projects using quantitative methods to uncover insights in sensory processing, decision-making, and cognition
- Collaborated with intradisciplinary researchers on 5 projects
- Recruited and tested 200+ adult participants using behavioral measures, psychophysics, neurostimulation, EEG, fMRI, VR
- Communicated research findings to stakeholders within & outside of the university, 3 professional conferences, and 7+ publications
- Received \$23k+ grants and awards to fund research and travel, including competitive National Institute of Health's National Eye Institute *Early Career Scientist Travel Grant* to present research

Behavioral Research Scientist

CACI International Inc. (Falls Church, VA) – Internship

June–August 2019

- Cross-functional collaboration with engineers, developers, and PMs to develop innovative technologies for DARPA's \$3.5M SocialSim project
- Enhanced ability to access, understand, predict adversaries' use of global information systems to thwart democracy and safety
- Leveraged cognitive psychology expertise to identify qualitative research methods and surveys used to understand how online interaction and search behavior shape opinions and biases

Lecturer of Psychology

Texas State University, Dept. of Psychology (San Marcos, TX)

August 2016–August 2018

- Designed learning experiences, taught 340+ undergraduate students in Research Methods and Professional Development
- Supervised 60+ student research projects by providing feedback, resource alignment, and support in research project development
- Improved online teaching effectiveness, and digital service usability and accessibility by applying user-centric design and evidence-based methods, secondary research, and feedback
- 94% student satisfaction with teaching effectiveness and voted by students as an *Alpha Chi Favorite Professor*

Content Strategist, Social Media Marketing

Creative Side Jewelry Academy (Austin, TX)

September 2015–June 2016

- Amplified brand awareness and increased engagement with products and services by creating and strategizing 60+ social media posts, boosting course enrollments to 100% with waitlists
- Enhanced online marketing strategy by leveraging data analytics, brand equity tracking data, and social media listening techniques
- Designed advertisement copy for print media in major trade publications reaching 70k+ jewelry designers internationally