

# CANDICE WISWELL, PH.D.

USER EXPERIENCE RESEARCHER

📞 571-989-0793

✉️ ctwiswell@gmail.com

📍 Manassas, Virginia, USA

🌐 [linkedin.com/in/candicewiswell](https://www.linkedin.com/in/candicewiswell)

🖱️ [candicewiswell.com](http://candicewiswell.com)

💬 [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

- In-depth user interviews
- Focus group moderation
- Usability testing methods
- User personas & data 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
- Data analysis, synthesis, visualization, narrative storytelling (ANOVA, Regression, T-tests, etc.)
- Consumer insights
- Competitive analysis

## WORK EXPERIENCE

### Science Communications Strategist

*Fit Minded Inc. - Contract (Remote)* | **December 2023–present**

- Strategize science communications content and findings distribution in the digital health and wellness space
- Synthesize and organize existing publications and data into compelling narratives to communicate research and science initiatives for internal and external audiences internationally
- Collaborate with research team on data analysis and visualization for publications and presentations; collaborate with marketing, PR, and content teams to align outputs and strategy

### User Researcher & Web Content Editor

*GuROO LLC (Remote)* | **July 2023–present**

- Ownership of user research for Westpoint.edu redesign project
- Collaborate cross-functionally to design and build a best-in-class website informed by user research and stakeholder analysis
- 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; and analyzing data and suggesting corrective action
- Reduced quality assurance time by 50% during web deployments

### UX Research Lead & Founding Member

*The UXR Lab (Remote)* | **June 2022–October 2023**

- Led a multidisciplinary 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, created research plans, and conducted quantitative and qualitative research in various research stages using a human-centered design approach, then 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, developed research roadmaps and deliverables, shared insights and recommendations

## 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)
- 

## RESEARCH IMPACT

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

## ACTIVE

### MEMBERSHIPS

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

## 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
  - Notion
- 

## 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, chief scientist, project manager, and program manager to develop innovative technologies for the Department of Defense's DARPA-sponsored \$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