

# Tyreek Houston, MLIS

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## Education

Rutgers University

Master of Library and Information Science

Bachelor of Arts in Information Technology

## Certifications

User Experience: The Ultimate Guide To Usability and UX *Feb 2019*

Scrum Product Owner *Aug 2018*

Agile Essentials *Jan 2017*

Human Subjects Research *Jan 2017*

## Experience

### User Experience Researcher

Ad Hoc LLC

*May 2020 - Present*

Cross-functional research with various internal and external organizations to design and deliver user friendly government products and systems.

- Refactored and implemented a company-wide strategy for persona use and maintenance on a client multi-million-dollar government contract (CMS).
- Leveraged academic research writing skills to create a [company blog post](#) on the intersection of Agile SAFe and HCD.
- Led moderated usability testing on a multi-million-dollar government product and communicated findings and recommendations for design enhancements to cross-functional teams, which resulted in an aggregate usability score of +85%.
- Acquired previous research team's discovery findings to lead a secondary discovery research workstream for design implementation on a government product.
- Delivered a presentation to senior leadership quantifying anecdotal user

experiences into insights that research used to resolve pain points and errors users faced when interacting with government systems.

## **User Experience Researcher**

Optum

*June 2016 - May 2020*

Cross-functional work with various internal organizations to understand, define, ideate, prototype and test solutions for stakeholders.

- Exceptional client and stakeholder management, turning stakeholders into research partners for early feedback prior to user testing.
- Designed surveys to identify user needs and synthesized survey results to create user personas, storyboards and design recommendations.
- Performed generative research to increase usability of websites by collecting survey data, analyzing user pain points, synthesizing results and presenting actionable recommendations to design team.
- Optimized taxonomy and increased user engagement of internal learning portal, resulting in a 116% increase of active users.
- Converted 2 Waterfall organizations to Agile organizations by teaching Agile framework and concepts.

## **Researcher**

Rutgers, The State University of New Jersey

*Jan 2018 - May 2018*

Exploratory research to understand how underrepresented groups use open online learning platforms.

- Lead a 6-month exploratory research study in New Jersey focused on the intersection of race and educational technology.
- Defined research goals, methods, recruitment plan, and measures to submit an Institutional Review Board (IRB) approved study.
- Wrote literature review on Massive Open Online Courses (MOOCs), The Technology Acceptance Model (TAM) and the Digital Divide.

- Recruited 10 participants and conducted interviews, analyzed and synthesized data, generated insights, and created a peer reviewed paper.
- Learned that MOOCs benefit 100% of participants with educational advancement and goal achievement.
- Submitted research to journals and conferences, currently accepted in the 2020 iSchools and UXPA conference.

## **Publications & Conferences**

### *The Journal of Higher Education Theory and Practice (JHETP)*

North American Business Press publication on the awareness and usage of massive open online courses (MOOCs).

### *2021 UXPA Poster Presentation*

Poster presentation of research findings on how underrepresented groups become aware of and use massive open online courses (MOOCs) in New Jersey.

## **Skills**

### *Research Methods*

Qualitative: Survey and recruitment design, design thinking, interviewing, usability testing, card sorting, task analysis, heuristic evaluations, ethnography, contextual inquiries, field studies,

Quantitative: Statistical analysis, regression analysis

### *Software*

Balsalmiq, Dedoose, LucidChart, AdobeXD, Tableau, EdDrwa, MS Suites