

# Andy J Shaw (He/Him)

## UX Researcher

[andyjshaw000@gmail.com](mailto:andyjshaw000@gmail.com) • [linkedin.com/in/andyjshaw000](https://www.linkedin.com/in/andyjshaw000) • <https://www.andyjshaw.com> • [github.com/andyjshaw000](https://github.com/andyjshaw000) • (206) 618-3862

## Work Experience

### User Research International

November 2023 – December 2023

UX Moderator, Redmond

Led **40+ in-person usability tests, user interviews, and benchmarks**, collecting both **qualitative and quantitative** data. Specialized in evaluating the usability of proprietary consumer-electronic hardware for high-profile clients while supporting data collection on other studies. Utilized tools such as **Qualtrics and Excel** to synthesize data, contributing to a research environment **founded on the rigor and precision at Microsoft Research**.

- Managed the setup and maintenance of research equipment, ensuring the seamless functioning of **wearables and AR/VR equipment** during user research sessions, thereby **minimizing disruptions and maximizing data quality**.
- Moderated user research sessions with advanced techniques, including gentle probing and non-verbal cue interpretation, **increasing the extraction of nuanced and actionable user feedback**.
- Contributed significantly to the creation of comprehensive reports shared with client teams, synthesizing key insights and actionable recommendations to **inform product development decisions**.

### University of Washington

September 2022 – December 2022

UX Researcher Intern, Seattle

Researched, designed, and implemented a hearing aid simulator with the use of virtual reality. Conducted **3 user interviews and performed literature reviews** to understand Deaf culture. With a coding sandbox, built virtual reality simulations of Deaf children in various settings.

- Managed a team of 4 through simulation designs, leading to a **25% decrease in development time** as calculated by surpassing project timeline expectations and delivering ahead of schedule.
- **Improved overall usability by 10%** as measured by a decrease in user error rates between **controlled usability tests**.

### Gopuff

June 2022 – August 2022

UX Researcher Intern, Remote

Supported various departments by investigating and discovering user wants and needs on the consumer-facing end of the Gopuff mobile app. Conducted **20+ user interviews, usability tests, concept tests, and heuristic analyses** to identify pain points and areas for improvement.

- Spearheaded the exploration of different ways for users to save items while shopping, leveraging insights to minimize cart abandonment and increase engagement. Projected to **increase annual revenue by \$16M** and unlock user personalization.
- Facilitated 2-hour heuristic analysis sessions with cross-functional teams to generate a usability score, **guiding the product roadmap** for the upcoming year.
- Generated **40+ recommendations** by affinity mapping insights to inform product/app experiments, directing UX design changes.

## Education

### University of Washington

September 2019 – June 2023

B.S. Human-Computer Interaction • Minor Mathematics • GPA: 3.88

## Skills

**Research:** User Interviews • Usability Tests • Surveys • Competitive Analysis • Benchmarking • Concept Tests • Heuristic Analyses • A/B Testing

**Design/Prototyping:** Figma • Agile • Wireframes • User Flows • Miro • Information Architecture • Illustrator • Photoshop • Paper • 3D Printing

**Coding:** Git • API • Java • JavaScript • React.JS • HTML5 • CSS3 • Python • SQL • C/C++ • Linux • Arduino

## Projects

### Hike Finder

September 2021 – December 2021

UX Researcher, University of Washington

Produced a comprehensive brand book for the Washington Trails Association (WTA), featuring a refined logo, color palette, typography, and imagery selection aligned with established communication objectives.

- Developed a strong composition for the brand book, including examples of typographic variables to show **4 levels of information hierarchy**.
- **Improved app usability by 20%** by refining WTA's existing mobile user flow, as stated during **heuristic evaluations** and an **increase in the System Usability Scale (SUS) score**.

## Activities

### HCDEsa

April 2022 – June 2023

Cohort Liaison, University of Washington

Facilitated communication between students, faculty, and staff, serving as a resource and advocate for the cohort. Organized events, provided support for program objectives, fostered relationships between members, and helped maintain a sense of community.

- Successfully organized 4 events and workshops for the cohort, which received **positive feedback from 80% of attendees** as measured by student feedback surveys.