

# David M. Weintraub, Ph.D.

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www.uxwithdavid.com

## EDUCATION

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<b>M.S. in Information Studies</b>	2022
The University of Texas, Austin	
<b>Ph.D. in Experimental Psychology</b>	2015
University of Nevada, Las Vegas	

## EXPERIENCE

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### Q2 Software

#### UX Researcher II

June 2022 – Current

- Lead end-to-end research projects across multiple product teams.
- Collaborated with product teams across the company through regular meetings to ensure projects delivered on stakeholder needs. Created collaborative documentation to facilitate knowledge-sharing.
- Employed multiple research methods, including qualitative and quantitative usability testing, accessibility testing, user interviews, surveys, and card sorting, to inform design work at various stages.
- Developed research plans, recruitment screeners, surveys, moderator guides, and other materials.
- Conducted qualitative analysis using affinity mapping and thematic analysis in Dovetail. Skilled in quantitative analysis using statistical tools such as SPSS and Excel.
- Presented UX recommendations that directly impacted product road mapping. Skilled in using Figma to create effective research presentations.
- Developed personas using quantitative (i.e., dimension reduction and cluster analysis of survey data) and qualitative methods to inform product design.

#### UX Research Intern

June 2021 – June 2022

- Developed a research repository, a thematic tag taxonomy, and a metadata library.
- Established qualitative analysis and research reporting practices that helped democratize and expand the visibility of UX research throughout the company.
- Successfully proposed the purchase of Dovetail at \$2,400 annually to the VP of Product and Development.

### Texas State University

#### University Lecturer

2016 – 2021

- Taught 300+ students, primarily junior- and senior-level, across 30+ course sections.
- Developed curriculum for writing-intensive experimental and cognitive psychology courses, including *Research Methods*, *Sensation and Perception*, and *Learning and Memory*.
- Department's 2020 nominee for the Presidential Award for Excellence in Teaching.

### University of Nevada, Las Vegas

#### Ph.D. Researcher

2009 – 2015

- Studied human perception as a Ph.D. candidate in an auditory cognitive neuroscience lab.
- Analyzed behavioral and electrophysiological data in SPSS, MATLAB, and Excel.
- 300+ citations across 11 scholarly articles published in top peer-reviewed journals.
- Rewarded \$27,000+ in scholarships and a competitive, one-year fellowship.