

# David M. Weintraub, Ph.D.

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## EDUCATION

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M.S. in Information Studies	2022
The University of Texas, Austin	
Ph.D. in Psychology	2015
University of Nevada, Las Vegas	
M.A. in Psychology	2012
University of Nevada, Las Vegas	

## ADDITIONAL COURSES

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Nielsen Norman Group	2022
- Analytics and User Experience	
- Discoveries: Building the Right Thing	

## SKILLS

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Affinity Mapping  
Competitive Analysis  
Dimension Reduction and Clustering  
Heuristic Evaluation  
Personas  
Presenting UX Recommendations  
Quantitative and Qualitative Analysis  
Research Methodology and Design  
Statistical Analysis  
Survey  
Thematic Analysis  
Usability Testing  
User Participant Recruiting  
User Interviews  
WCAG / Accessibility Evaluation

## ARTICLES

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Weintraub, D. (December 2022). *Task Recency and the System Usability Scale*. Medium. ([link](#))

## WORK EXPERIENCE

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UX Researcher 2021 – current  
Q2 Software

- Collaborate with product teams to develop research plans to best fit stakeholder needs.
- Conduct mixed-method research and testing of both concept-level and in-progress design work.
- Develop recruitment screeners, surveys, usability test scripts, interview questions, and other research materials.
- Moderate remote research sessions.
- Qualitative and quantitative analysis to generate reliable and actionable insights.
- Develop effective research presentations and reports to communicate results and recommendations.
- Improve processes and maturity as part of research-operations focused OKRs.

Lecturer 2016 – 2021  
Texas State University

- Developed and taught upper-level, writing-intensive courses in experimental and cognitive psychology including *Research Methods*, *Sensation and Perception*, and *Learning and Memory*.
- Department's 2020 nominee for the Presidential Award for Excellence in Teaching.

Ph.D. Researcher 2009 – 2015  
University of Nevada, Las Vegas

- Studied human behavior in a cognitive psychology lab using behavioral and physiological approaches.
- Published eleven peer-reviewed scholarly articles in top psychology and psychiatry journals.
- Analyzed behavioral and physiological data with SPSS, MATLAB, and Excel.