

# Lucy C. Niess, PhD

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## INDUSTRY EXPERIENCE

Qualitative UX Researcher | Misfit Island LLC | 2021

- Worked with recruiters and a senior UX researcher in scheduling interviewees to meet at designated locations for in-person interviews surrounding the experience of that location.
- Conducted user experience interviews to assess the connection of the diverse population to the client.
- Provided suggestions on the interview protocol to gather sufficient data.

## ACADEMIC EXPERIENCE

Graduate Coursework | User Experience Design and Research | 2021

- Designed and conducted usability research and analyses on websites, gaming apps, and video games.
- Conducted UX research methodologies such as usability tests with observations and surveys, card-sorting, and first-click tests.
- Participated in discussions surrounding usability problems, usability design philosophies, and heuristic evaluations.
- Created usability test reports on an early access video game, user personas for a travel website, journey maps for a D&D gaming app, and UX strategy reports including wireframes for an RPG companion app.

Qualitative Researcher | LGBTQIA+ Online Dating | 2021

- Conducted a mixed-methods study on the user experiences of LGBTQIA+ people and LGBTQIA+-specific dating apps.
- Collected survey data from 202 LGBTQIA+ dating app users via Qualtrics and analyzed data to identify common themes.
- Qualitative insights showed that people benefited from the apps but also experienced challenges such as identity erasure and discrimination.
- Quantitative insights showed that those who used LGBTQIA+-specific apps and those who indicated LGBTQIA+ as central to their identity were the most active users.

Qualitative Researcher | Video Games and the Pandemic | 2020

- Designed and conducted qualitative studies on the use of *Animal Crossing: New Horizons* (AC:NH) and impact on close relationships during COVID-19.
- Independently collected open-ended survey data from 90 AC:NH players using Qualtrics, and analyzed data to identify common themes.
- Insights show that online multiplayer games serve as a coping mechanism and strategy during the pandemic to maintain social networks and provide a sense of community while adhering to COVID safety protocols.

## PROFESSIONAL EXPERIENCE

Reviews Editor | GAMINGtruth | <http://www.gamingtruth.com/author/lniess/> | 2013

- Served as the head editor for game review articles with a team of writers.
- Copyedited all game review articles prior to publication.
- Served as the main point of contact for PR representatives of game companies and established working relationships with them.
- Attended gaming competitions (EVO) and conferences (E3 and Tokyo Game Show) as media and reported on new developments in the gaming industry.

## ABOUT ME

I am a qualitative researcher with the ability to understand, empathize with, and improve people's lives through data-driven insights. Strengths in project management and interpersonal communication allows me to work well in both independent projects and collaborations.

## SKILLS

### Technical

iWork, Google Suite, Microsoft Office, Qualtrics, SPSS, WordPress, familiar with Python and Miro

### Methods

*Expert:* Diary Methods, Ethnography, Focus Groups, Interviews

*Proficient:* Card-Sorting, Content Analysis, First-Click Test, Journey Maps, Surveys, Usability Playtests

## EDUCATION

PhD – Arizona State University

2017–2022 | Tempe, AZ

Interpersonal Communication, Health Communication, and Game Studies

MA – California State University, Fullerton

2012–2014 | Fullerton, CA

Interpersonal and Computer-Mediated Communication

BA – California State University, Fullerton

2007–2012 | Fullerton, CA

Interpersonal and Computer-Mediated Communication, Japanese Language

## FAVORITE GAMES

Shadow of the Colossus, Borderlands, Phoenix Wright, Katamari, Legend of Zelda, Animal Crossing, Pokémon, Marvel vs. Capcom, Okami, Super Smash Bros., Tales of Symphonia, Monster Hunter, D&D, MtG