

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.
- Delivered audio interviews to the UX researcher to provide to the client who expressed high praise on the interviews I conducted.

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, interviews, and surveys, card-sorting, and first-click tests.
- Participated in discussions surrounding usability challenges and solutions to those challenges, usability design philosophies, and heuristic evaluations.
- Created usability test reports on an early access video game from Steam, user personas for a travel website, journey maps for a gaming app, and UX strategy reports including wireframes for a roleplaying game mobile 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 using SPSS and thematic analyses.
- 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 | Youth Girls Sport Project | 2019

- Implemented a mixed-methods study on feminine-athletic identities and incremental mindsets in a team of three other researchers.
- Tasked with collecting qualitative data from bi-weekly digital diary methods and in-person interviews with ten young girls over three months.
- Findings supported the development of programming to teach young women incremental mindset, shown to improve both academic and athletic performance.
- Published in the Journal of Applied Sport Psychology.

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, Miro, and Tableau

Methods

Expert: Diary Methods, Ethnography, Participant Observation, Focus Groups, Interviews

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

Research Design

Hypotheses, Research Questions, Sampling, Recruitment, Data Collection, Applied/theoretical Implication, Written/oral Research Reports, Research Presentations

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