

SUMMARY

I am a user experience professional with 10+ years industry experience. I currently lead and manage a large team of user experience researchers and software engineers at Google, spanning across Search, Geo, and Identity.

EXPERIENCE

Google, Inc. 2004 - present

User Experience Manager, Search + Geo + Identity. 2014 - present

- Lead and set the global research strategy for Google Search, Geo, Identity, with particular emphasis on large-scale data and multi-method approaches
- Manage and lead a large, distributed team of researchers and software engineers
- Innovate on methods and tools to best supplement traditional research techniques
- Cross-Google service, including UX hiring committee, promo committees, mentoring

User Experience Manager, Social. 2011-2014

- Develop the global UX research strategy for Google Social (Google+, Blogger, News)
- Manage a team of 8 researchers ranging in skill from PhD, MS, and new-grad levels
- Execute on tactical and formative research (log analysis, usability, benchmarking, fieldwork, surveys); stay current on relevant trends, filter top insights to leadership
- Cross-Google service, including founding member of UX hiring committee, company-wide promo committees, and mentoring

User Experience Researcher, Search. 2005-2010

- Led research for key search launches, including Instant, Suggest, social search, +1
- Led international search research strategy, and conducted research in China, Russia, Poland, and Brazil, working with local vendors and agencies
- Co-led research for Google's 2011 overhauled visual redesign
- Received 2 company OC awards for my work on Google Instant and Google Suggest.
- *Note: worked part-time from October 2008- April 2011 while completing my PhD*

Search Quality Analyst. 2004

- Interned with the Search Quality team after completing my MS and prior to starting my PhD. Instrumented online experiments to assess quality of search result snippets.

EDUCATION

Stanford University, Ph.D.	2011
Cornell University, M.S.	2004
Cornell University, B.S.	2002

SKILLS

- Management: lead large, global multidisciplinary teams of researchers, quantitative analysts, software engineers, and recruiters.
- Statistics: R, multivariate analyses (linear & non-linear regressions, multinomial modeling, mixed effects, time-series, ANOVA)
- Research Methods: logs, surveys, experiment design, eyetracking, field research, usability
- Research Domains: Cross-platform (mobile, desktop, tablet), Social, Search, Media & Politics, Visual Display & Aesthetics
- Competent: HTML/ CSS, Fireworks, Photoshop

ACADEMIC EXPERIENCE

Stanford University 2008 - 2010

Teaching Assistant for four courses: Campaigns, Voting, Media, & Elections, New Media & Society, Introduction to Communication, and Virtual People

- Taught two discussion sections weekly (40+ students) and held weekly office hours
- Created exam questions, responsible for grading exams, essays, final project

Research Assistant with Prof. Shanto Iyengar. **2009-2010**

- Designed an online survey and experiment with 1,000 participants.; worked with vendor YouGov to implement. Created stimulus materials, questionnaire, and experimental design.
- Conducted linear and non-linear statistical modeling in R (e.g. mixed effects regression, multinomial modeling, ordinal probit/logit, time-series, Chi-square)

Cornell University 2002 - 2004

Research Assistant with Prof Geri Gay in Human Computer Interaction Lab.

- Designed, conducted, and analyzed the lab's first eye-tracking research on Web sites and search results. Published the first eyetracking research to assess how search results are viewed and selected
- Collaborated with Prof. Thorsten Joachims (Computer Science) to incorporate viewing behavior into Support Vector Machines (SVMs) for predicting result relevance

Course Instructor. 2003

- Taught "Communication in Social Relationships" (Comm 116) to undergraduates during the Cornell Summer Session (June-August)
- Coordinated all course activities—developed syllabi, daily lessons plans, presentations, assignments, and exams

PROFESSIONAL ACTIVITIES

- 25+ publications, articles, and conference speaking
- Reviewer for industry conferences: ACM CHI, ACM ETRA, ACM Hypertext, ACM SIGIR, and academic journals: International Journal of Human-Computer Studies, ACM Transactions on Applied Perception, Political Communication, Public Opinion Quarterly
- Review Committee and Sponsor for Google Faculty Research awards