

Tyreek Houston, MLIS

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Education

Rutgers University

Master of Library and Information Science

Bachelor of Arts in Information Technology

Certifications

User Experience: The Ultimate Guide To Usability and UX	<i>Feb 2019</i>
Scrum Product Owner	<i>Aug 2018</i>
Agile Essentials	<i>Jan 2017</i>
Human Subjects Research	<i>Jan 2017</i>

Experience

User Experience Researcher

ConsenSys

Sept 2021 - Present

- Leveraged past research experiences to plan, strategize, and build my team's research process and procedures, workflow and ecosystem.
- Led recruitment efforts and built a +40 person participant pool in 17 days from a community that is natively private and can be hard to reach.

User Experience Researcher

Ad Hoc LLC

May 2020 - Sept 2021

Cross-functional research with various internal and external organizations to design and deliver user friendly government products and systems.

- Refactored and implemented a company-wide strategy for persona use and maintenance on a client multi-million-dollar government contract.
- Leveraged academic research writing skills to create a [company blog post](#) on the intersection of Agile SAFe and HCD.
- Led moderated usability testing on a multi-million-dollar government product and communicated findings and recommendations for design

enhancements to cross-functional teams, which resulted in an aggregate usability score of +85%.

- Acquired previous research team's discovery findings to lead a secondary discovery research workstream for design implementation on a government product.
- Delivered a presentation to senior leadership quantifying anecdotal user experiences into insights that research used to resolve pain points and errors users faced when interacting with government systems.
- Exceptional client and stakeholder management, turning stakeholders into research partners for early feedback prior to user testing.
- Designed surveys to identify user needs and synthesized survey results to create user personas, storyboards and design recommendations.
- Performed generative research to increase usability of websites by collecting survey data, analyzing user pain points, synthesizing results and presenting actionable recommendations to design team.
- Optimized taxonomy and increased user engagement of internal learning portal, resulting in a 116% increase of active users.
- Converted 2 Waterfall organizations to Agile organizations by teaching Agile framework and concepts.
- Lead a 6-month exploratory research study in New Jersey focused on the intersection of race and educational technology.

User Experience Researcher

Optum

June 2016 - May 2020

Cross-functional work with various internal organizations to understand, define, ideate, prototype and test solutions for stakeholders.

Researcher

Rutgers, The State University of New Jersey

Jan 2018 - May 2018

Exploratory research to understand how underrepresented groups use open online learning platforms.

- Defined research goals, methods, recruitment plan, and measures to submit an Institutional Review Board (IRB) approved study.
- Wrote literature review on Massive Open Online Courses (MOOCs), The Technology Acceptance Model (TAM) and the Digital Divide.
- Recruited 10 participants and conducted interviews, analyzed and synthesized data, generated insights, and created a peer reviewed paper.
- Learned that MOOCs benefit 100% of participants with educational advancement and goal achievement.
- Submitted research to journals and conferences, currently accepted in the 2020 iSchools and UXPA conference.

Publications & Conferences

The Journal of Higher Education Theory and Practice (JHETP)

North American Business Press publication on the awareness and usage of massive open online courses (MOOCs).

2021 UXPA Poster Presentation

Poster presentation of research findings on how underrepresented groups become aware of and use massive open online courses (MOOCs) in New Jersey.

Skills

Research Methods

Qualitative: Survey and recruitment design, design thinking, interviewing, usability testing, card sorting, task analysis, heuristic evaluations, ethnography, contextual inquiries, field studies,

Quantitative: Statistical analysis, regression analysis

Software

Slack, Google Drive, Research Hub, Optimal Workshop, Confluence, Jira, Balsalmiq, Dedoose, LucidChart, AdobeXD, Tableau, EdDraw, MS Suites