J. Henry McKeen

henry@jhmckeenuxr.com | (802) 557-1486 | https://www.linkedin.com/in/henrymckeen/

SUMMARY

I am a behavioral researcher by training, and a UX researcher by profession. My academic focus was spatial cognition with an emphasis on wayfinding/navigation. I spent my entire academic career documenting the cognitive strategies of people getting lost in complex, real-world environments. Now I spend my entire professional career documenting the cognitive strategies of people getting lost in complex, digital environments. They parallel one another more than I had ever imagined!

WORK EXPERIENCE

Collibra - Senior UX Researcher *October 2022 – April 2023*

With several, separate systems by which users could be receiving notifications in the platform, it wasn't uncommon for people to miss when critical information was being passed in their direction. A number of tactical usability tests were conducted to concept test proposed notification hubs, meant to bring messages from all parts of the platform into a centralized location. Critical questions included whether the hub should act as a workspace in of itself, or a launchpad to workspaces. Additionally, 'asset pages' act as nodes, or a form of data container, in the platform. Tests were conducted to create maximized utility, balancing scannability and transparency/immediacy.

SecurityScorecard - Senior UX Researcher *November 2021 – August 2022*

Users were not engaging in a number of diverse modules across the product platform. Contextual Inquiry interviews uncovered weaknesses in user's understanding of the platform's Information Architecture. It was necessary to diversify wayfinding strategies across navigational tools; tested via tactical methods (primarily traditional usability and treejack testing). Convinced Sr. Leadership and design team to change navigation of the platform (a major change they had resisted for years). Educated the UX and PM teams on digital wayfinding terms and concepts. Coached designers through research, increasing perceived value of research overall. Mentored junior researchers and designers on research practices.

Shipt - Sr. UX Researcher *May 2019 – November 2021*

Maintaining an engaged and pleased gig-economy population, fulfilling grocery orders and delivering them to consumers via our mobile app. Identifying pain points through various means (metrics and analytics with the data science team, contextual inquiry interviews, diary studies, think-aloud shadowing, etc.) and hypothesizing how the app could eliminate issues (validated via moderated and unmoderated usability tests, card

sorts, and surveys). Reduced time-on-task for out-of-stock items and decreased likelihood of late delivery. Created Personas and Jobs Atlases (Jobs To Be Done artifact) from generative data to inspire empathy among stake-holders. Decreased adversarial attitudes in headquarters towards gig-economy shoppers, recognizing them as consumers ("we sell them work", they are not just a "cost center"). Mentoring junior researchers and designers on research practices.

The Home Depot - Sr. UX Researcher *October 2016 - May 2019*

Taking generative data (contextual inquiry interviews, field studies, diary studies, and think-aloud shadowing) to create Jobs Atlases and Journey Maps for purchasing decisions in various home-improvement product and project categories (DIY tiling, appliance purchasing, workwear, etc). Using generative research outputs to inform hypothesized designs, validated through usability testing and design-sprint workshops. Utilizing card sort and survey strategies to define sentiment and semantic connectivity across critical nodes in informative spaces. Supported the exploration of, and unveiling, new product categories both on-line and in-store. Mentoring junior researchers and designers on research practices.

Dealer.com - Sr. UX Researcher *January 2012 – October 2016*

Founded the lab and established UX Research practices for the first time in the organization. Utilized contextual inquiry interviews and think-aloud shadowing to collect generative data on car-shopping perceptions and behavior. Created high-level, car-shopper Personas which became the anchors for user-stories among scrum masters. Used eye-tracking experiments to devise add-purchase schedules that either maintained conversions at decreased costs, or increased conversions at maintained costs by quantifying influence of content alignment across visit/add content and add/page content (indirect measurements of implicit processing).

EDUCATION

PhD Cognitive Psychology	University of Alabama	2011
MA Cognitive Psychology	University of Alabama	2007
BS Psychology	Brigham Young University	2004

UX RESEARCH BLOG PUBLICATIONS

Presenting UX Research Findings Using the Jobs to Be Done Framework
The Pitfalls of Personas and the Advantages of Jobs to Be Done

SKILLS & TOOLS

High-Level Strategies

Qualitative Research - *"Why?"* questions
Quantitative Research - *"What?"* questions
Generative/Exploratory/Discovery Research
Tactical/Evaluative/Experimental Research
Parametric/Non-Parametric Test Statistics
Descriptive Statistics
Moderated/Unmoderated Protocols
Remote/In-Person Data Collection
Qualitative Data Analysis

- Iterative Outlining
- Affinity Mapping

Specific Methodologies

Contextual Inquiry Interview
Diary Studies
Participatory Design
Field Observations
Think-Aloud/Shadowing
Usability Testing
Iterative Testing (RITE)
Surveys
Card Sorts
Treejacking
Projective Testing
Eye-Tracking

Platforms

UserTesting.com
UserZoom.com
UserLytics.com
Maze
Qualtrics
SurveyMonkey
ProvenByUsers
SPSS
Jamovi
Omnigraffle
Miro
Ethnio
UserInterviews.com
Respondent.IO
Tremendous.com