



## BIO

I delight in making digital products with a design approach that puts users at the forefront. I am also a researcher who is able to use his analytical skills to make informed design decisions that are supported by data from interviews, surveys, analytics, etc.

## SKILLS

### UX Research

Quantitative research  
Qualitative research

Surveys  
Logs analysis  
Experiments (& A/B Tests)  
Interviews (& Walkthroughs)  
User testing  
Focus groups  
Ethnography  
Heuristic Evaluation  
Competitor Analysis

### UI Design

Web Design  
Responsive Design  
Information Architecture

Axure  
Invision  
Balsamiq  
OmniGraffle  
Adobe CC  
Sketch

Hi-fi & Lo-fi Prototyping  
Wireframes  
Personas & Scenarios

### Coding

HTML/CSS  
XML  
Javascript (some)  
SQL (some)


# PABLO-ALEJANDRO QUINONES

USER EXPERIENCE RESEARCH AND DESIGN  
BROOKLYN, NY

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## RECENT WORK EXPERIENCE

### Product Researcher/Designer

The Lathe | part of ghg (grey health group), October 2015—Current  
Grey Healthcare Group, April 2017—Current

Established product strategy (design and/or research) for a number of pharmaceutical and healthcare brand products.

- Conducted user interviews and engaged in design thinking
- Analyzed site metrics (data analytics) to discover usage patterns
- Established goals and metrics for product success
- Created personas, scenarios, use cases, user journeys based on understandings of users
- Created wireframes, prototypes, and functional specs

### UX Research Consultant

Datapolitan/New York City Department of Parks and Recreation, April/May 2017  
Worked with the NYC Parks & Rec department to help them understand data analyst's jobs and needs, with the goal of designing a data best-practices training course

- Collaborated with Datapolitan researchers on goals and desired outcomes for research
- Reviewed interview protocols, analyzed data and created debrief presentation

### UX/Design Research Consultant

Datapolitan/New York City Department of Education, October 2015—June 2016  
Worked with the NYC DoE to discover user needs and establish requirements for the design of a data dashboard to help teachers and administrators track technology inventory and use across schools.

- Collaborated with Datapolitan and the NYC DoE on research strategy
- Co-led focus group with teachers to test the moderator guide
- Co-designed usability testing, analyzed video data and synthesized findings

### UX/Design Research Consultant

Fidelity Investments July 2015—September 2015  
Designed and conducted usability research for a number of interfaces, both in prototype and production modes.

- Conducted usability tests of prototypes to uncover issues before production
- Functioned as a usability expert for expert system reviews (heuristic analysis) to uncover usability issues
- Conducted quantitative data analysis for A/B tests, comparing usability improvements across systems
- Created & presented debrief slides for business partners and designers

## UX Advocate / Account Manager

Atypion Systems June 2014—July 2015

A multi-functional role working with clients to improve their websites providing while providing internal feedback to improve software.

- Launched, designed, and maintained client websites. Gathered requirements.
- Advocated for usability of client's sites and their end users
- Independently developed a sandbox site for teaching clients to use our proprietary site-building software
- Managed outgoing communications to clients about system improvements, usability, etc.
- Worked with clients to find short-term and long-term solutions to their website usability problems
- Participated in setting best practices for implementing better Search functionality of client sites

## UI/UX Consultant

TargetBook, February 2014 - March 2015

Visual design of a marksmanship app. Conducted competitor analysis. Developed wireframes and prototypes. Consulted on user testing benchmarks.

- Outlined and executed User Experience strategy
- Developed prototypes of the app for user testing
- Developed wireframes and workflow diagrams to convey ideas to engineer and Product Owner
- Established usability benchmarks for the future

## User/Market Research Contractor

Olark, April - May 2014

Analyzed customer emails to create a ranked list of top items to address to improve UI and services. Also used existing data to highlight previously unknown aspects of the Olark user population.

- Performed both qualitative and quantitative analyses of market and user experience data
- Reported on findings to sales, marketing, and design teams at Olark

## OTHER PAST EXPERIENCE

### Researcher

USE Lab, University of Michigan, 2008 - 2013

User research on university staff's use of university's content management system.

- Conducted self-guided research on learning management systems
- Collected and analyzed data from primary and secondary data sources (user logs, surveys, interviews)
- Reporting and presenting findings

### Research Associate & Lab Manager

User Studies Lab & RADAR Lab, Carnegie Mellon University, 2004 - 2008

Evaluated various solutions to support distributed work in numerous contexts.

- Collected and analyzed data collected through experiments, interviews, and ethnography
- Recruited research participants
- Managed a lab of graduate researchers and undergraduate research assistants
- Participant recruitment

RADAR Lab, Carnegie Mellon University, 2005 - 2008

Conducted usability research as part of a large-scale computer science research project.

- Designed research studies & recruited participants
- Collected and analyzed data collected through experiments and usability questionnaires
- Participated in UI critiques
- Reported and presented findings

## EDUCATION

### Ph.D., Information Science

University of Michigan  
School of Information  
2008 - 2013

### B.S., Psychology

Carnegie Mellon University  
Psychology  
2000 - 2005

# PUBLICATIONS ADDENDUM

## First Author Publications

Quinones, P.A. (2014). Cultivating Practice, Shepherding Use: Supporting Appropriation by Unanticipated Users. In Proceedings of the Conference on Computer Supported Cooperative Work (CSCW 2014), 305-318.

Quinones, P.A. & Teasley (2013). Appropriation by Unintended Users: Looking Beyond Design Intent and Expected Use. In Proceedings of the Conference on Computer Supported Cooperative Work (CSCW 2013), 1515-1526.

Quinones, P.A., Fussell, S. R., Soibelman, L., & Akinici, B. (2009). Bridging the gap: discovering mental models in globally collaborative contexts. In Proceeding of The 2009 International Workshop on Intercultural Collaboration (IWIC 2009), 101-110.

Quinones, P., Vora, J., Steinfeld, A., Smailagic, A., Hansen, J., Siewiorek, D., Phadhana-Anake, P., & Shah, A. (2008). The Effects of Highlighting and Pop-up Interruptions on Task Performance. In Proceeding of the Annual Meeting of the Human Factors and Ergonomics Society.

## Other Publications

Setlock, L. D., Quinones, P. A., & Fussell, S. R. (2007). Does culture interact with media richness? The effects of audio vs. video conferencing on Chinese and American dyads. In Proceedings of HICSS.

Steinfeld, A., Bennett, S. R., Cunningham, K., Lahut, M., Quinones, P., Wexler, D., Siewiorek, D., Hayes, J., Cohen, P., Fitzgerald, J., Hansson, O., Pool, M., & Drummond, M. (2007). Evaluation of an Integrated Multi-Task Machine Learning System with Humans in the Loop. In Proc. NIST Performance Metrics for Intelligent Systems Workshop (PerMIS).

Scupelli, P., Fussell, S.R., Kiesler, S.B., Quinones, P., Kusbit, G. (2007). Juggling Work Among Multiple Projects and Partner. In Proceedings of HICSS.

Steinfeld, A., Quinones, P.-A., Zimmerman, J., Bennett, S. R., & Siewiorek, D. (2007). Survey measures for evaluation of cognitive assistants. In Proc. NIST Performance Metrics for Intelligent Systems Workshop (PerMIS).

Steinfeld, A., Bennett, S. R., Cunningham, K., Lahut, M., Quinones, P., Wexler, D., Siewiorek, D., Hayes, J., Cohen, P., Fitzgerald, J., Hansson, O., Pool, M., & Drummond, M. (2007). Evaluation of an Integrated Multi-Task Machine Learning System with Humans in the Loop. In Proc. NIST Performance Metrics for Intelligent Systems Workshop (PerMIS).

Dumitras M, Lee ML, Quinones P, Smailagic A, Siewiorek DP, Narasimhan P: Eye of the Beholder: Phone Based Text-Recognition for the Visually-Impaired. ISWC 2006: 145-146.

## Posters

Quinones, PA, Greene, TC, Yang, R, & Newman, MW. Supporting Visually Impaired Navigation: A Needs-finding Study. CHI 2011 Extended Abstracts.

Quinones, PA & Teasley, SD (2010, Feb). Beyond Intent: Technology Adoption and Appropriation by University Staff. Presented at the iConference, 2010.