



# DEVON SINGH, MHCID, MIT, UXMC

UX Research Leader & Doctoral Student

[www.devonsingh.com](http://www.devonsingh.com) | [devon.singh@yahoo.com](mailto:devon.singh@yahoo.com)

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## Skills.

### Generative Methods

- Benchmarking (with evaluative methods)
- Card Sort
- Competitive Analysis
- Contextual Inquiry Interview
- Ethnographic Research
- KANO Analysis
- Participatory Design
- Surveys

### Evaluative Methods

- A/B & Multivariate Test
- Cognitive Walkthrough
- Diary Study
- Heuristic Evaluation
- Tree Test
- Usability Test

### Analysis & Visualization Techniques

- Affinity Map
- Buy-a-Feature (to prioritize features)
- Contextual Design Models
- Customer Journey Map
- Empathy Map
- Experience Map
- Jobs-to-be-Done (JTBD)
- Qualitative Coding
- Scenario, Storyboard, Persona
- Statistical Analysis (descriptive & inferential)
- Stakeholder Map

### Wireframing & Prototyping Tools

- Adobe Photoshop
- Adobe XD
- Balsamiq Mockups
- Figma
- Invision
- OmniGraffle
- Proto.io
- Sketch

### UX Research Tools

- Dscout
- IBM SPSS Statistics
- Loop11
- Optimal Workshop (OptimalSort, Treejack)
- Reflector
- SurveyMonkey
- TeamViewer
- TechSmith Morae
- UserTesting
- User Zoom
- Video Conferencing (Appear.in, GoToMeeting, Skype, Zoom)

### Other Tools

- Atlassian Confluence
- Atlassian JIRA
- Microsoft Office (Excel, Outlook, PowerPoint, Word, Visio)
- TechSmith Camtasia

## Professional Experience.

### Senior Manager, Design Research

January 2022 to Present

Walmart – New York City, New York

- Independently lead research for all of Walmart's associate and enterprise software, including the Me@ Employee App, which was named a finalist for Fast Company's 2022 Design Awards
- Manage a team of six researchers of various career levels
- Track and communicate team updates to senior leadership (Senior Director+) for transparency

### Manager, Design Research

May 2020 to December 2021

Capital One – New York City, New York

- Developed and managed a lean research team capable of supporting 20 product managers in both generative and evaluative research
- Evangelized UX research to Design-Product-Tech, resulting in the adoption of a new strategy centered on data and user feedback



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- Implemented an in-product feedback tool to allow end-users to submit a self-reported usability metric (i.e. UMUX-Lite), as well as qualitative feedback
  - Created templates to democratize research and empower non-researchers to conduct “light” research
  - Increased Black representation in my organization by 15% through recruiting and mentorship

## Lead Design Researcher

June 2019 to May 2020

JUUL Labs – New York City, New York

- Built a research practice from the ground-up that supported 9 global product teams
- Managed contractors and external vendors in both generative and evaluative research
- Established a culture of user-centered design by teaching classes on human-computer interaction and design principles to product teams and stakeholders
- Led research around digital age verification tools to address the issue of underage smoking

## Manager, Design Research

January 2019 to June 2019

Verizon – New York City, New York

- Managed research (including all planning, recruiting, executing, analyzing, and reporting) for desktop and mobile app experiences that affected 145-million customers
- Oversaw research for Mix & Match 2.0, a multi-team initiative that spanned 5-months, and resulted in the company's highest Q3 earnings in five years
- Served as a strategy manager, which entailed collaborating with Design and Product to ensure their teams had research support, as well as making sure they were utilizing the voice of the customer

## UX Researcher

July 2017 to January 2019

Resideo/Honeywell Connected Home – Minneapolis, Minnesota

- Led research efforts for the Homes App, the primary ecosystem for 4.7-million customers
- Conducted nationwide field research regarding indoor air quality (IAQ), which helped serve as the basis for a new team dedicated to developing IAQ products
- Developed an evaluative process that focused on “budget evaluation methods” (i.e. heuristic evaluations and cognitive walkthroughs) prior to usability testing, to help reduce the company's reliance on costly research methods

## UX Content Strategist

May 2015 to June 2017

Facebook – Menlo Park, California

- Collaborated cross-functionally with Engineering, Marketing, and Product to ensure 1.8 billion users understood Facebook's products
- Assisted researchers with a variety of methodologies to improve help center information architecture and usability, including content analyses, card sorts, tree tests, and usability tests
- Implemented award-winning data dashboards to improve efficiency of team, and help content professionals be more data-driven

## Technical UX Writer

October 2014 to May 2015

Sailthru – New York City, New York

- Oversaw content strategy of all client-facing documentation for one of the fastest-growing insights companies in New York City
- Audited the company's existing help center using a variety of research methodologies (i.e. cognitive walkthroughs, content analyses, heuristic evaluations, and card sorts), and used those findings to build a new website with a strong focus on usability
- Established a systematic method for Product to request content strategy support



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## Associate Design Producer / Technical UX Writer

September 2013 to October 2014

High 5 Games – New York City, New York

- Managed the ideation, development, and testing of game design features
- Built an internal tool to track the company's portfolio of 300+ games, which is currently being used on their website to showcase to buyers, investors, and partners
- Generated all product writing for Game Design and Product departments, including end-user documentation, internal documentation, and marketing communications

## Associate Design Producer

January 2011 to December 2012

SMU Guildhall – Dallas, Texas

- Led design teams (i.e. visual artists, designers, developers) on projects up to 8 months in length, using agile software development methodologies
- Oversaw all team documentation, including design documents, presentations, research plans, and style guides
- Coordinated the planning, recruiting, execution, and analysis of both generative and evaluative research methodologies (e.g. competitive analysis and usability tests)

## Volunteer Experience.

### School of Informatics Mentor

December 2017 to Present

University of California, Irvine – Irvine, California

*Mentor graduate students in the Master of Human-Computer Interaction & Design (MHCID) program*

### Guest Speaker

June 2021 to July 2021

IBM – Remote

*Spoke in "Research Techniques with Limited Users"*

### Guest Speaker

March 2021

The Wharton School – Remote

*Spoke in "Design Thinking Workshop" for the Innovation & Design (I&D) Club*

### Guest Speaker

February 2021

Global Shapers Community – Remote

*Spoke in "A Year of Combating Anti-Black Racism: Technology and Digital Literacy"*

### Guest Speaker

December 2020

The Interaction Design Foundation – Remote

*Spoke in "Intro to User Experience Research"*

### Guest Speaker

September 2020

Black is Tech – Remote

*Spoke in "The Many Roles of Design"*

### Guest Speaker

August 2020

Young Black Professionals – Remote

*Spoke in "Young Black Professionals (YBP) Tech Summit: An Event for Black & Latinx Engineers & Developers"*



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## College of Design Mentor

University of Minnesota – Minneapolis, Minnesota  
*Mentored undergraduate students in the College of Design*

October 2017 to June 2018

## Education.

### Doctor of Education (Educational Technology Specialization)

University of Florida - Gainesville, Florida  
*Research Interests: Intersection of Learning Sciences & Human-Computer Interaction*

Fall 2022 to Fall 2025 (expected)

### Master of Human-Computer Interaction & Design

University of California, Irvine – Irvine, California  
*Grade Point Average: 4.0*

September 2016 to September 2017

### Master of Interactive Technology (Design Specialization)

The Guildhall at Southern Methodist University – Dallas, Texas  
*Grade Point Average: 3.66*

January 2011 to December 2012

### Bachelor of Arts in Professional Writing, Rhetoric & Technology

University of South Florida – Tampa Bay, Florida  
*Grade Point Average: 3.65*

August 2001 to May 2006

## Certifications.

### Human-Centered Service Design Certificate

IDEO U – San Francisco, California

October 2021

### UX Master Certificate (UX Management & UX Research Specialization)

Nielsen Norman Group – Chicago, Illinois  
*Identification Number: 1022129*

September 2021

### Jobs-to-be-Done Certificate

thrv.com – Tiburon, California

February 2020