

Matthew L. Hale, PhD

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Profile

I'm a mixed-methods UX researcher with a passion for design and innovation. I conduct user research that delivers clear, actionable insights to product design teams in an iterative, user-centered design process. I hold a double Ph.D. from Indiana University and have expertise in ethnography, user interviews, and data-driven storytelling.

Experience

UX DESIGN RESEARCHER, IROBOT, REMOTE – 2022 - PRESENT

- Led international competitor diary study, identifying user needs/pain points
- Conducted usability tests on hardware and software prototypes, which led to design changes that addressed user pain points in the setup process
- Analyzed user data and created detailed reports for the UX team
- Conducted generative research to explore a new vertical for the company

ASSISTANT PROFESSOR, UNIVERSITY OF DETROIT MERCY, DETROIT, MI – 2021 - 2022

- Designed and launched the social media lab, a research space equipped with digital tools for research and design
- Developed new best practices for content creation remote learning experiences

ASSISTANT PROFESSOR, AUSTIN PEAY STATE UNIVERSITY, CLARKSVILLE, TN – 2018 - 2021

- Successfully supervised 5 independent research projects from start to finish
- Gave weekly presentations to large groups ranging from 20-100 people

QUALITATIVE RESEARCHER, SMART-REVENUE, ATLANTA, GA – 2016 - 2018

- Designed and administered surveys to measure brand health for a Global Fortune 500 company, resulting in valuable feedback for the marketing team

PHD RESEARCHER, INDIANA UNIVERSITY, 2011-2018

- Led 18-month, award-winning ethnographic study of social influencers
- Published 15+ articles, reports, columns, and multimedia projects
- Delivered research findings at 25+ national and international conferences
- Wrote 5 successful grant proposals, earning \$80,000+ in research funding

Education

Double PhD, Communication and Culture (foci: social media + audience analysis)

MA, Folk Studies (foci: material culture + design ethnography)

BA, Anthropology, *summa cum laude*

Expertise

Design Ethnography, Generative Research, Usability Testing, User Interviews, Concept Testing, Vendor Management, Data Visualization, Cross-Functional Collaboration, UX Evangelism