

# Philip Squire

## UX Researcher Driven By Curiosity and Experience

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## EXPERIENCE

### General Motors, Warren, MI - *UX Researcher*

January 2022 - August 2024

#### **CX Studio/Digital Business Team**

- Lead a recurring cross-functional meeting to ensure collaboration between the Experience Lab and Global Market Research teams to socialize findings and build off of each other's work.
- Collaborated with other UX Researchers to conduct studies in multiple workstreams in the Customer Experience (CX) Studio.
- Conducted and supported generative and formative research utilizing various methods such as A/B testing, System Usability Scale (SUS) Testing, card sorting, empathy interviews and brought actionable insight using collected feedback.
- Created highlight reels to highlight value and pain points, allowing stakeholders and designers to empathize with users, differentiating what users say and do.
- Reported usability issues, and provided recommendations, leading to better design opportunities.
- Designed and implemented surveys, collecting data from both customers and dealers, extracting usability issues.

#### **Digital Business Technology Team**

- Worked with Product Managers/Owners and Designers to implement new research workstreams
- Introduced External UX Tools to both Design and Research Teams through a compliant process to meet UX teams needs.
- Collaborated with purchasing and Design Group Managers to evaluate user needs for several vendor tools, along with planning onboarding and offboarding of tools.

## SKILLS

Generative Methods: Empathy Interviews, Card Sorting, Affinity Mapping

Evaluative Methods: Heuristic Evaluation, Usability Testing, Tree Testing

Quantitative Methods: A/B Testing, Data Analysis, Surveys

Deliverables: Narrative Reports, Highlight Reels, Metrics, Heuristics, Personas, User Journeys, User Flows. Wireframes, Lo-fi Prototypes

Programming: Python, C++, JavaScript, HTML, CSS, Git, R

## TOOLS

Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator, XD), Figma, Lucid, Miro, Optimal Workshop, Qualtrics, Stark, UserTesting,

## EDUCATION

### **Michigan State University - *M.S. User Experience***

August 2023 - December 2026

Focused on UX Research and Design, Quantitative and Qualitative Methods, Usability, Design Fundamentals and Accessibility.

### **Michigan State University - *B.A. Information Science***

January 2018 - May 2021

Focused on Human Computer Interaction, Software Engineering, and Web Development.

Volunteered over spring break for two years with Pay It Forward Tours.

Attained Dean's List placement for three semesters.