U X R E S E A R C H E R

LAURA A. **HUERTA**

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Summary

Analytical user experience researcher offering a strong attention to detail, accuracy, and exceptional critical thinking skills. Ambitious master's candidate with experience in conducting complex research. Detail-oriented and adept at collecting, analyzing, and synthesizing data from variety of sources. Successful in contributing to peer-reviewed publications. Collaborative and meticulous, always willing to go above and beyond requirements to support the work.

Education

Master of Science: Information Studies, UX   **08/2021 - 06/2023**
The University of Texas | Austin, Texas

Bachelor of Science: Biology, Minor in Computer Science   **08/2016 - 08/2020**
Texas State University | San Marcos, Texas

Skills

- Demonstrable understanding of UX research methodology, usability heuristics and human-centered design
- Excellent written, verbal, and visual communication skills, including the ability to visualize key research insights/data.
- Proven methodological skills including expert review, usability testing, playtesting, survey design, text & verbal analysis, and observational fieldwork.
- Experience presenting qualitative and quantitative research results to engineers, designers, and doctorate level researchers.
- Experience using software and applications such as Figma, Sketch, Miro, Adobe Suites, and Google Surveys.
- Proficient in HTML, CSS, Python, R, and SQL languages.

Professional & Research Experience

Quality Specialist   **05/2021 – Current**
TikTok | Austin, Texas
- Execute both quantitative and qualitative analyses of data and trends to proactively deliver insights, define goals, and drive improvements.
- Participate in the development of quality inspection standards and continuously optimize process and system platform.
- Work directly with the TikTok policy team to drive policy wiki improvements and usability of the moderation platform utilized by over 20 countries globally.
- Serve as person of contact for 4 different advertisement queues and ensure alignment between 3 internal teams and 2 vendor teams.
- Act as marketing and communications director for the monetization engagement team.

Molecular Technologist   **06/2020 – 03/2021**
Sonic Reference Laboratory | Austin, Texas
- Performed high complexity clinical assays according to written SOPs and diverse functions using computer-interfaced equipment, robotics, and high-technology during the SARS-COVID Pandemic.
- Worked directly with Research and Development to build applications to assess large genomic data and workbooks for over 5,000 patients' data using Python and VBA programming.

Research Assistant   **08/2019 – 08/2020**
Texas State University, Dr. Rick Morley | San Marcos, TX
- Prepared over 20 research subjects for EEG readings, collected biometric data, and developed quantitative methods for data analysis.
- Executed fMRI analysis on data sets over 2 terabytes from the Human Connectome Project by utilizing MATLAB toolboxes and Python programming.

Research Assistant   **01/2019 – 08/2019**
Multi-modal Computing & Sensing Lab, Texas State University, Dr. Vangelis Metsis | San Marcos, TX
- Collaborated with a team of 5 interdisciplinary doctorate level researchers and assisted with designing, developing, and testing a Virtual Reality exposure therapy prototype for student veterans experiencing anxiety and PTSD.
- Conducted usability testing and further assessed user experience, design, and efficacy by analyzing surveys and data and collected during virtual reality immersion.
- Contributed to a peer-reviewed publication and 3 academic presentations.

STEM Crew Intern   **08/2018 – 01/2019**
Girl Start | Austin, TX
- Taught young girls a science-positive course through a nationally recognized education program.
- Implemented a range of innovative education programs to teach basic coding principles.

Projects

2022 TikTok Hackathon   **01/2022 – 02/2022**
TikTok | Austin, Texas
- 1st place winner for the "Best Internal Tools" Category. Project was recognized by the Monetization Integrity global leaders for its' innovation and user-friendly designs.
- Designed and coordinated a usability study and provided mock-ups for a redesign our internal tool used globally, the Policy Control Center.

MediLinker   **08/2019 – 12/2019**
University of Texas at Austin, Dell Medical School | Austin, Texas
- Conducted a usability study to assess a block-chain based application developed by Dell Medical school and provided user interaction insights to stakeholders.
- Recruited study participants and designed multiple user surveys, completed competitor's analysis and heuristic evaluations, and conducted user interviews and testing to evaluate the product.

Independent Study   **08/2019 – 12/2019**
Texas State University | San Marcos, Texas
- Developed qualitative and quantitative methods to analyze over 10,000 data points for physiological responses collected during research studies.
- Assessed user experience through heuristic evaluations, SUS scores, and user journeys for 3 behavioral labs on campus.
- Presented a formal presentation of research findings to the computer science department at Texas State University.

Publications and Presentations

Trahan, M. H., Morley, R. H., Nason, E. E., Rodrigues, N., **Huerta L.,** Metsis, V. (2021, January). A Mobile-Based Virtual Reality Grocery Store for Reducing Social Anxiety in Student Veterans: A Case Study. Paper presented at the annual Society for Social Work and Research Virtual Conference.

Trahan, M. H., Morley, R. H., Nason, E. E., Rodrigues, N., **Huerta L**., Metsis, V. (Forthcoming) Virtual Reality Exposure Simulation for Student Veteran Social Anxiety and PTSD: A Case Study. Clinical Social Work Journal.

Huerta, L., & Metsis, V. (2020, March). An Assessment of Autonomic Nervous System Responses During Virtual Reality Exposure Therapy. Poster session presented at the annual Women in Science and Engineering Conference, Texas State University, San Marcos, TX.