

Bryan Spence

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Relevant Experience

User Experience Research Assistant | Google (via Adecco)

Mountain View, CA | Apr 2017 – Present

Leading user experience research studies on subscriptions and user growth for Google Play. Collaborating with product managers and designers to identify design-related and strategic research opportunities. Planning and conducting usability studies, surveys and mixed-methods research projects. Analyzing and reporting findings to stakeholders while giving recommendations that impact product decisions.

Design Research Consultant | Freelance

Chicago, IL; Hong Kong | May 2016 – Apr 2017

Hong Kong Polytechnic University

Co-led the research process for a 10-person team to explore challenges of aging in Hong Kong. Designed and facilitated four workshops and an immersive space to promote strategic alignment across three departments. Created and managed a database to preserve ideas long-term.

Light

Conducted field research on the Light Phone with users to understand how it could be improved. Findings informed the Light Phone 2 Indiegogo campaign.

Respiratory Health Association

Led a 3-person team to create a user-centered toolkit for caregivers of patients with COPD. Applied caregiver interview research findings to develop concepts that fit caregiver needs. Collaborated with the client in content development, prototyping and dissemination.

Innovation Intern | The Goodyear Tire & Rubber Company

Akron, OH | May 2015 – Aug 2015

Developed the research plan and assets for connecting people to their driving experiences through data. Facilitated workshops to explore driver preferences. Created a video communicating Goodyear's view on the future of transportation, which was well-received by executive leadership.

Insights Researcher / Associate Account Manager | Root, Inc.

Chicago, IL | Nov 2012 – Aug 2013 / Sylvania, OH | Dec 2009 – Aug 2012

Identified insights and best practices for customer-facing companies by interviewing managers and employees while observing environments.

Developed content with creative teams on over 30 projects to teach business strategies with visual metaphors. Managed project scopes and timelines with clients. Facilitated focus group sessions for employee feedback on solutions.

Researcher | University of Michigan Ross School of Business

Ann Arbor, MI | Jun 2009 – Dec 2009

Documented medical team performance by transcribing and coding ethnographic behavior of team interactions in a simulated emergency room.

First Grade Teacher | Charlotte-Mecklenburg Schools

Charlotte, NC | Jun 2007 – Jun 2009 (Teach For America)

Fostered 1.5 years of student reading level growth on average and 85% mastery of all math objectives by differentiating instruction to meet diverse learning needs and implementing engaging technology.

Education

IIT Institute of Design

Chicago, IL, Master of Design
Aug 2013 – May 2016

University of Michigan

Ann Arbor, MI, Bachelor of Arts
Organizational Studies and Psychology
Sep 2003 – Apr 2007

Skills

Research Expertise

Behavioral coding, Contextual inquiry, Ethnography, Planning and budgeting, Protocol and survey writing, Stimulus-based research, Usability testing

Design and Communication Methods

Copywriting, Data visualization, Experience modeling, Group facilitation, Instructional design, Rapid prototyping, Video production, Wireframing

Software

Adobe (Ai, Id, Pr), dScout, Keynote, Marvel, Office, Sketch, Tableau

Selected Projects

BarnRaise

Co-founded and led programming for IIT Institute of Design's maker-conference where participants partner with design firms and local organizations to address social problems impacting Chicago.

Community Retail in India

Developed a framework for rapid analysis and synthesis to generate insights while teaching methods to the client team (Godrej). Defined design principles for creating community retail experiences.