HILARY A. DWYER, PhD

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ABOUT

I am a passionate user experience (UX) researcher that loves transforming insights from users into delightful products and experiences. I am an expert in human behavior, mixed methods research, learning sciences, and storytelling.

SKILLS

Interviews, in-person and remote usability testing, ethnography, participatory design, survey, concept testing, prototype testing, descriptive/inferential statistics, focus groups, diary study, think-a-loud, A/B testing, and inventing new methods

EXPERIENCE

Senior Design Researcher
Microsoft | 2019 - present | Seattle WA

Investigate and evangelize the ways that 20K Microsoft employees build products grounded in the needs of customers.

Manage the research, evaluation and curriculum needs of an internal culture change effort.

Senior User Experience (UX) Researcher
LogMeIn | 2016 - 2019 | Santa Barbara, CA

Comprehended a full research roadmap (strategic, evaluative and tactical) for GoToWebinar and GoToTraining, collaboration products used by 40K users and worth over $150M.

Executed several strategic studies that convinced stakeholders to re-sequence product strategy towards an end-to-end redesign and to develop a company-wide design system.

Set the standards of practice for co-design by training researchers throughout the organization and presenting the method's impact at UXPA Boston and on Medium in 2018.

Hired and managed multiple researchers (full time and contract) that tripled the productivity of the team.

Developed a UX research internship by collaborating with local research universities to provide on-going contract support for our usability and evaluative research asks.

Group Co-organizer
LogHerIn / Women in Tech | 2018 - present | Santa Barbara, CA

Co-chaired LogMeIn's company-wide women's group to amplify women in technology and to evangelize the needs of approximately 1,000 women across 14 countries.

Met biweekly with executive leadership, and partnered with Recruiting to build programs aimed at attracting women and under-represented minorities.

User Experience Researcher (contract)
EDC | 2014-16 | Remote

Reported findings from site visits, interviews, usage data, and surveys to stakeholders that validated an established edtech app and secured financial investment for two more years.

Researcher – User Experience & Instructional Design (contract)
Atlas Institute, CU-Boulder | 2016 | Boulder, CO

Managed a team of five researchers that triangulated data from months of sites visits, interviews, log analysis, and surveys to that secured funding for the beta launch.

Researcher – User Experience & Instructional Design
UC Santa Barbara | 2012-15 | Santa Barbara, CA

Provided ongoing user feedback from site visits, interviews, focus groups, log analysis, and surveys to support the development of a STEM education product.

After three years of concept testing and needs analysis, efforts resulted in a successful beta launch with over 1,500 students across California.

Product Analyst
Time Inc. | 2006-08 | Stamford, CT

Created and managed product databases and profit models that developed extensive technical skills in data management, reporting, and modeling.

Managed the team's largest client accounts, presenting profitability analyses quarterly in-person and addressing emergent requests from account managers.

EDUCATION

PhD	Learning Sciences	UC Santa Barbara
MA	Learning Sciences	UC Santa Barbara
BS	Mathematics	Fairfield University

COMMUNITY

PAPER CHAIR | 2018
EPIC 2018, Honolulu HI

MEDIUM | 2018
Interviewing customers, the LogMeIn Way: A hands-on workshop about active listening

MEDIUM | 2018
Using co-design to evangelize customer empathy: 4 reasons why your org needs co-design

BOOK | 2017
Interviewing customers: The LogMeIn Way