

# Andrew Hall, PhD

## UX and HCI Researcher

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### Summary of Qualifications

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*Results-oriented* user experience (UX) and human-computer interaction (HCI) researcher who has generated impactful qualitative and quantitative work. Applications studied include Google Maps, Snapchat, 3M VAS, Wikipedia, Fetch, and OpenStreetMap.

*Team player* who enjoys the immense opportunities afforded through collaboration. Excels at communicating technical work with stakeholders. Have led studies that have been published and presented at top-tier HCI conferences such as CHI and CSCW (approx. 25% acceptance rates).

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### Relevant Professional Experience

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#### Fetch Rewards, UX / Lead UX Researcher

February 2021 - September 2021, Remote

- Helped lead qualitative and quantitative research across all product life-cycle phases. Throughout this, worked closely with PMs, designers, marketing, and others.
- Synthesized research to help develop a common-understanding of current and aspirational end-users via personas, journey mapping, etc...
- Created and led a cross-functional, company-wide research symposium.
- Voted UX team member of the quarter by peers in 2021.

#### 3M, Consumer Business Group - Commercialization / Lead HCI Specialist

August 2019 - January 2021, Maplewood, Minnesota

- Helped lead user research in producing innovative applications such as 3M VAS.
- Communicated closely with end-users while performing foundational interviews, usability studies, contextual inquiry, and more. Designed and launched surveys.
- Communicated impactful/actionable findings from this work with stakeholders.
- Performed design/prototyping work with Adobe XD, Axure, and more.

#### Google, Geo (specifically, Google Maps) / User Experience Research Intern

May 2018 - September 2018, San Francisco, California

- Led a multi-method exploration of the relationship that young people have with digital maps. Work informed the direction of Google Maps moving forward.
- Identified gaps in the current state of knowledge through a broad literature review of traditional and digital map literacy/usage with deep dives into relevant literature.
- Quickly identified high-impact research questions and designed a follow-up usability/interview study in close collaboration with stakeholders. Concluded with a survey for further insight granularity. Shared results with designers, researchers, and different levels of management.

#### Wikimedia Deutschland / Contract Researcher

July 2017 - September 2017, Minneapolis, Minnesota

- Through quantitative analyses of Wikidata contributions, this work was instrumental in identifying that tens of thousands of content items had systemic or other biases.
- Developed SQL, Python, R, and Unix shell code-based data pipelines processing large-scale, complex datasets.

### Wikimedia Foundation / Research Intern

April 2017 - June 2017, Minneapolis, Minnesota

- Led study analyzing Wikidata's value to downstream applications such as Wikipedia and Google Search.
- Collaborated with and presented findings to the Wikipedia and Wikidata communities in order to maximize community impact.

### University of Minnesota / PhD Student Researcher and Teaching Assistant

September 2014 - July 2019, Minneapolis, Minnesota

- As a graduate student advised by Dr. Loren Terveen, collaborated on high-impact, mixed-method research within the fields of HCI and peer production, studying communities including Wikipedia, Wikidata, Snapchat, and OpenStreetMap. Projects resulted in 6 peer-reviewed conference publications, 3 of which I led. 5 publications were to *top-tier* conferences with acceptance rates of approximately 25%.
- Teaching Experience:
  - User Interface Design (3 Semesters)
  - Collaborative and Social Computing (1 Semester)
  - Program Design and Development (1 Semester)

### Intel Corporation / Intern

2012-2014 (each summer), Hillsboro, Oregon and Folsom, California

- My role as an intern varied from being an application developer to a systems programmer including code and test development.

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## Education

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### University of Minnesota / PhD and MS in Computer Science

September 2014 - July 2019, Minneapolis, Minnesota

Research was in the domain of HCI and social computing. Dissertation:

[Towards a Better Understanding of Peer-Produced Structured Content Value](#)

Cumulative GPA: 3.889

Advisor: Dr. Loren Terveen

### University of Minnesota / BS in Computer Science with High Distinction, Minor in Mathematics

September 2010 - May 2014, Minneapolis, Minnesota

Cumulative GPA: 3.957

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## Technical Skills

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**Research methods:** Qualitative methods, quantitative methods, statistics, data mining, usability testing, interviews, surveys, ethnography, diary studies

**Programming languages:** Python, R, SQL, Perl, Java, HTML, Shell, MATLAB, and more

**Other:** Agile, Scrum, Jupyter Notebooks, rapid prototyping, participant recruiting