

# AVERY REYNA

Orlando, FL | (954) 662-3927 | avery.reyna16@gmail.com

## EDUCATION

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University of Central Florida | Bachelor of Science in Social Sciences

December 2023

## RESEARCH SKILLS

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**Methods** | Usability Testing, In-Depth Interviews, Ethnographic Research, Focus Groups, Journey Mapping, Card Sorting

**Tools** | Sprig, SurveyMonkey, Maze, UzerZoom, Ethnio, UsabilityHub, Lookback

## WORK EXPERIENCE

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### UX Researcher | Knight Hacks

January 2023 - Present

- **Founded and led a 10-person UX Research team** within the largest engineering club on-campus in order to conduct multiple user research projects for the e-board and implement project roadmaps for multiple external stakeholders
- Collaborated with Frontend Engineers and UX Designers to **create a comprehensive design system** for all projects created by the club, leading to a **30% improvement in user satisfaction** and **50% reduction in onboarding time**
- Conducted **25 in-depth interviews** with Knight Hacks members, resulting in a thorough report that acts as a guideline for creating social events for the club and a **30% increase in club membership** over the course of three months
- **Implemented a usability testing process** for high-fidelity mockups created by the UX Design team in order to ensure accessibility standards were met, improve user-centered design practices across all teams, and increase user engagement
- Worked alongside Data Scientists to **design 15 surveys** for our **annual hackathon with over 500 participants** in order to better social media strategy over the next six months and increase the number of attendees for next year's events

### Visiting Undergraduate Researcher | Computer-Enabled Abilities Laboratory

June 2022 - Present

- **Led two UX Research teams** to create novel, interactive, and accessible user experiences for projects across the lab dedicated to building and exploring new interactive technologies and tools for disabled users navigating the world
- Designed and conducted **nine usability studies of two web applications** that help blind and low-vision users consume and produce web content on unknown desktop user interfaces via audio spatialization and directional navigation
- **Qualitatively analyzed** transcripts, **thematically coded** user interviews, and **refined A/B test methods** to create new design principles for new web applications and plug-ins integrating spatial interactions into its screen reader systems
- Conducted a **qualitative study with 15 low-vision participants** to understand their information needs when exploring unfamiliar environments, resulting in a comprehensive report that informed the design of navigation assistance systems

### Undergraduate Research Assistant | Socio-Technical Interaction Research Lab

January 2021 - August 2022

- Facilitated **20 impression tests** to assess the visual layout, accessibility, and user flow of an internal data annotation tool that is **utilized by over 45 Undergraduate Researchers** and five long-term research projects within the the lab
- **Qualitatively coded 50,000 Instagram direct messages** to create an ecologically valid dataset using human-centered design principles to provide insight into teenage social media interactions and train models to detect online risks
- Conducted a literature review **analyzing 73 peer-reviewed articles** on computational approaches utilizing text or meta-data for online sexual risk detection in order to identify the various types of sexual risk detection present in the works
- Led an **independent machine learning project** that comparatively analyzed two text summarization models in order to test its perceived utility for data annotation and qualitative analysis of large datasets for research more broadly

### Software Engineering Intern | Swing Left

August 2021 - May 2022

- Ideated and launched a binary logistic regression model using **Python** and **scikit-learn** that internal Community and Marketing teams use to better their donation-focused marketing campaigns targeting **250k active voters a year**
- Facilitated an internal qualitative study that examined **3,600 survey responses** in order to produce **actionable insights for stakeholders** that tackles trends affecting **750k Swing Left volunteers** over the past fiscal year
- Collaborated with UX Designers to create user personas and design solutions that addressed identified pain points from a **journey mapping study with 14 Swing Left volunteers**, resulting in a **25% increase in recruitment and retention**
- Collaborated with UX Researchers and Software Engineers to **build an in-house card sorting tool** into their research process of a political education platform, resulting in a **30% reduction in the time required to analyze data**