

# Susan Masten

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## Skills

Qualitative Research  
Quantitative Research  
Ethnographic Studies  
User Interviews  
Surveys  
Research Design  
A/B Testing  
Heuristic Analysis  
Workshop Facilitation  
Collaboration  
Communication

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## Tools

UserTesting  
Survey Monkey  
G-Suite

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## Education

M.A. Anthropology  
The George Washington University ·  
2015  
B.A. Archaeology  
Wheaton College · 2012

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## Certifications

### Google

UX Design · in progress

### Interaction Design Foundation

Design Thinking · 2021

User Research · 2021

## Experience

### UX Researcher

Freelance | Washington, DC | 2021-Present

- Independently develop a comprehensive research plan to improve the usability of a company site.
- Design and conduct qualitative studies from end to end: planning, executing, analyzing, and reporting.
- Conduct heuristic analysis of website and presented findings to key stakeholders.
- Build and administer user surveys using SurveyMonkey as part of quantitative analysis.
- Synthesize data and learnings from multiple sources, resulting in recommendations and actionable insights to improve overall user experience.

### Experience Curator

Museum of the Bible | Washington, DC | 2015- 2020

- Designed and conducted observational study of visitor traffic flow in an exhibit space, reducing costs by \$5,000 and improving overall visitor experience.
- Conducted A/B testing of different visitor traffic flow patterns in an exhibit space, leading to a clear solution that improved overall visitor experience.
- Analyzed data from the observational studies, resulting in a written report of the findings, which was presented to key stakeholders.
- Collaborated with multi-national team to design an exhibit using a 3D prototype, saving the project 3 months of work and improving visitor experience of the exhibit.
- Facilitated collaborative workshop of multi-national team using the bodystorming technique to support the exhibit design and save the overall project 3 months of work.
- Tested a prototype of a new collections database, improving its overall usability and its ability to address the specific needs of the stakeholders.
- Conducted multiple research projects, resulting in over 10 presentations and public programs and 3 exhibits.
- Conducted expert interviews of exhibit content, improving visitor comprehension of the content and the overall guest experience.

### Registrar

Tel Shimron Excavations | Israel | 2018-2019

- Analyzed and synthesized quantitative data, resulting in a clearer understanding of the site's relationship to other sites in the region.
- Collaborated with team members to gather and record 100s of quantitative data points, improving the ability of the team to later study and synthesize the data.

### Data Specialist

Smithsonian National Museum of Natural History | Washington, DC | 2013-2015

- Conducted genealogical and archival research at a variety of archival institutions in DC and online archives such as Ancestry.com, resulting in the identification of previously unidentified human remains.
- Collected quantitative data from 1.2 million archaeological objects, resulting in an online platform, providing access to researchers from around the world.
- Collaborated with team members to inventory 400,000 objects, improving the overall knowledge and organization of the education collection.

### Education Experience Intern

The Field Museum | Chicago, IL | 2012-2013

- Redesigned educational materials for 50 experience boxes with other team members, improving the user experience for hundreds of students in the Chicago Public Schools.
- Compiled quantitative data on 50 objects in storage, improving overall knowledge of the objects' location and condition.
- Digitized and recorded data from 200 catalog cards, improving researchers' access to the data for research purposes.