

# Susan Masten

216.544.5325

susan.masten2@gmail.com

---

## Skills

Qualitative Research  
Quantitative Research  
Contextual Inquiry  
User Interviews  
Surveys  
Research Design  
Workshop Facilitation  
Collaboration  
Communication

---

## Tools

UserTesting  
Survey Monkey  
G-Suite  
Microsoft Office Suite

---

## Education

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

---

## Certifications

**Google**  
UX Design • in progress

**Interaction Design Foundation**  
Design Thinking • 2021  
User Research • 2021

---

## Experience

### UX Researcher

Freelance | San Jose, CA | 2021-present

Chenega Applied Solutions | Washington, DC

- Lead research studies through all phases of the research cycle: planning, testing, analyzing results, and compiling reports.
- Run user interviews to gather in-depth insights of user behaviors.
- Conduct heuristic analysis of website and present insights 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 (UX Research)

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

- Designed and conducted observational research 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 results from the observational studies, leading to 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.