

Betsie Trevethan

UI Researcher

Profile

I am a passionate and highly experienced UI Researcher with over two years of experience in designing and conducting user experience research. My background encompasses a wide range of research methodologies, such as usability testing, user interviews, contextual inquiry, as well as survey design and analysis. I have a deep understanding of the importance of user-centered design and user experience research, and have a proven track record of driving product improvements through data-driven decisions. My research has been instrumental in developing and enhancing the user experience of a variety of software and digital products. I am highly motivated to continue to make an impact within the UX field and am eager to take on new challenges.

Employment History

Senior UI Researcher at Design Science Research, WV

Dec 2022 - Present

- Developed a user-centered research strategy for Design Science Research's new product launch that increased user engagement by 25%. This included conducting in-depth interviews, creating surveys, and analyzing user feedback to inform the design of the product.
- Conducted a usability study on the company's existing mobile app that identified over 50 areas of improvement and resulted in a 40% increase in user satisfaction.
- Created a set of UI guidelines and best practices that improved the overall user experience of the company's products and services by 30%, resulting in a 10% increase in customer retention.

UI Researcher at User Research International, WV

Sep 2021 - Oct 2022

- Developed and implemented a new user-centered design methodology that improved user satisfaction by 25%, resulting in a 5% increase in sales in the first quarter of its implementation at User Research International, WV.
- Conducted over 100 interviews with end-users to gain insights into their needs, which allowed the organization to develop more tailored products and services that increased customer retention by 10%.
- Designed and tested more than 15 prototypes that identified and addressed usability issues, leading to a 20% decrease in customer support inquiries within the first month of launch.

Certificates

Certified User Experience Researcher (CUER)

Sep 2021

Human-Computer Interaction Professional Certification (HCIPC)

Feb 2020

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📍 Charleston, WV

Education

Bachelor of Science in Human-Computer Interaction at West Virginia University, Morgantown, WV

Aug 2017 - May 2021

Relevant Coursework: Programming Languages and Environments, Human-Computer Interaction Design, User Interface Design, Computer Graphics, Web Design, Database Management, and Mobile Application Development.

Links

[linkedin.com/in/betsietrevethan](https://www.linkedin.com/in/betsietrevethan)

Skills

Usability Testing

User Interviews

UX Design

Data Analysis

A/B Testing

Prototyping

Wireframing

Languages

English

Arabic