**TREY ROADY, Ph.D. CHFP**

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[Portfolio](http://www.eccentriccog.net/portfolio) | [Research](https://www.researchgate.net/profile/Trey-Roady)

**SUMMARY**

Mixed-methods user researcher with 6 years of career experience and 12 years of human subject research. Looking for hybrid or remote senior-to-lead UXR roles with varied tasks, quantitative projects, and positive impact on end users.

**EXPERIENCE**

**Principal UX Researcher**, *Sunflower UX, Houston, TX* ***March 2024 -Present***

* Grant-writing and project management for small public health UX consultancy

**Senior Behavioral Scientist (UX)*,*** *ChaiOne, Houston, TX*  ***Sept 2022 – March 2024***

* Remote usability testing, recruiting, workshops, & surveying for software consulting in energy and manfacturing (e.g.: nuclear, EV infrastructure, enterprise AI)
* Usability testing for nationwide customer experience platform increased Ease of Use from the bottom 40% to the top 10%, following ACAG digital accessibility best practices

**Senior Research Scientist II (HF/UX*),*** *Seeing Machines, Canberra, Australia*  ***Oct. 2018 – Aug 2022***

* Led project that developed 85% of the first industry-wide regulatory test protocol for the $3.2 billion driver monitoring market
* Created a repeatable data report to identify missed risk-reduction opportunities for clients. Increased revenue by $2 million (AUD) in its first iteration
* Designed system architecture to integrate industry-leading algorithms into a human-AI monitoring service to identify drowsiness and distraction in 54k vehicles, internationally

***Research & Lead Teaching Assistant (.5 FTE), Human Factors & Cognitive Systems Lab   
College Station, TX Oct 2011 – May 2018***

* Full-stack user research over collaborative AR displays under stress, resulted in 5 publications and a best student paper award
* Primary technical instructor for 26 Senior Design teams performing industry consultation. Clients included Fortune 500, NASA, and major hospital systems.   
  Departmental record for the proportion of teams eligible for top honors (33%)

**EDUCATION**

**Ph.D**: Interdisciplinary Engineering, Human Factors & Cognitive Systems ***May 2018***

Texas A&M University, College Station, TX

**B.S*:*** Industrial & Systems Engineering, minor Psychology ***May 2012***

Texas A&M University, College Station, TX

**CERTIFICATIONS**

**Certified Human Factors Professional (CHFP)**  ***2020 – Present***

**Associate Human Factors Professional (AHFP)**  ***2016 - 2020***

**SKILLS**

**UX:** Mixed Methods, Digital Surveys, Usability Testing, Personas, Service Design, Task Analysis, Wireframes, Axure, Qualtrics, Miro, Figma, Eye Tracking, Contextual Inquiry, Multi-Modal Design, Card Sorting, Tree Testing, Click Tests

**Human Factors:** AI teaming, Accessibility, Cognitive Science, Anthropometry, Sociotechnical Systems Design, Experimental Design, Cognitive Workload, Literature Review, Time-Motion

**Data Science:** Advanced R (tidyverse), C/C++, Python, MatLab, VBA, ggplot2, GL Mixed Models, Market Segmentation, Key Driver Analysis, Time Series, ANOVA, PCA, Quality Control

**Professional:** Public Speaking, Technical Writing, Mentorship, Project Management, Regulatory Influence, Audiovisual Editing, Time Management

**AWARDS/RECOGNITIONS/VOLUNTEER WORK**

* **Best Paper:** Road User Measurement, Transportation Research Board Jan. 2023
* **Outstanding Student Member:** Texas A&M HFES Apr. 2017
* **Winner & Best Presentation:** UX Guerilla Design Challenge, HFES Sept. 2016
* **Best Student Paper:** HFES Perception & Performance Group Oct. 2013

**ORGANIZATION ROLES**

**Student Research Competition Coordinating Committee:** HFES Aspire 2024 2024

**Founding President:** HFES, Texas A&M Student Chapter 2014 - 2016

* Achieved Silver activity status for first 2 years, currently Gold

Commended by

**Head Security Officer:** AggieCon 47 Mar. 2016

* Recruited and supervised 15 security volunteers for a 3-day, 500-guest convention
* Commended by attendees for professionalism and customer service of volunteer staff

**Student Development Officer:** Cepheid Variable, Texas A&M2011 - 2012

* Recruited over 200 new members, a club record
* Ran formal mentorship program for 30 students

**INVITED TALKS**

* **AI Panel Discussion (Sept 2023).** Panelist. Business Analyst Development Day, Austin, TX
* **UX Frontiers: Artificial Intelligence in Design. (June 2023)** Panelist. UX in ATX, Austin, TX
* **Human Factors Futures (April 2023). Panelist.** Houston HFES One-Day Symposium
* **Validation of Human/AI Systems. (Dec 2019).** AI Futures Lecture Series. Australian Office of National Intelligence.
* **Surviving Graduate School by Protecting Your Time. (July, 2018**). Louis Stokes Alliance for Minority Participation (TAMUS LSAMP)