

TRAVIS M. KENT

User Experience | Human Factors Researcher

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EDUCATION

University of Kentucky

- Ph.D. Experimental Psychology (Expected Fall 2018)
- M.S. Experimental Psychology (Fall 2017)
- Human Technology Interaction Certificate (Fall 2017)

University of Central Florida

- B.S. Psychology (Honors) (Fall 2011)

SKILLS

Usability Testing

Survey design
Qualtrics
Survey Monkey

Statistical Analysis

SPSS
SAS
R (novice)
Excel

Prototyping
Photoshop

Task Analysis
Visio

Field Observation

Focus Groups/Interviews

Persona Development

Competitive Assessment

EXPERIENCE

John Deere, Moline, IL

Jun 2017 - Aug 2017

User Experience Intern

- + Developed a novel research protocol determining brand competitiveness and user response for tractor command arms and cabin aesthetics.
- + Conceived, designed, and prototyped solutions for reducing users' time on task within MowerPlus app, got support from UX team, and obtained commitment from product team. (Patent pending, second author)

Google [x], Mountain View, CA

Jan 2015 - Dec 2015

User Experience Research Assistant

Project Daydream

- + Given research needs to inform the hardware and software teams for Project Daydream (virtual reality project), designed, executed and presented research on industrial design constraints for headset development.
- + Included day-long ergonomics studies to inform appropriate weight distribution, and in-lab "just noticeable differences" studies for field-of-view (FOV) and resolution.

Google Glass (enterprise)

- + Worked with research lead to track and identify trends in field research studies and interviews to develop personas and task analyses.
- + Synthesized findings into comprehensive reports to inform product and business strategy and eventual hardware and software development.

Company Rebranding

- + Conducted research for Google [x] rebranding effort to understand how design choices impact desired branding goals.
- + Developed and conducted focus groups and surveys to understand attributes of various designs, ultimately informing final design and launch of company rebranding.