



Mikki Phan

User Experience Specialist

- Location:** Wichita, KS, USA
- Email:** MikkiP@gmail.com
- Mobile:** 316-708-3016
- Website:** www.mikkiphan.com

Summary & Objective

I'm a researcher with an educational background in human factors psychology. I have previous experience in designing and programming, and experience in conducting research in diverse domains such as usability, vision, aging, and video games. I have an insatiable appetite for learning, and a love for connecting with people on a personal level. I'm **seeking to join** an organization that needs a UX specialist to conduct user research; translate research findings to actionable goals; provide guidance in building beautiful, delightful, and satisfying user experience.

Relevant Skills



UX Methods

- | | |
|------------------------|--------------|
| Usability Testing | Survey |
| Heuristic Evaluation | Interviews |
| Cognitive Walkthrough | Wireframing |
| Requirements Gathering | Prototyping |
| Comparative Benchmark | Eye Tracking |
| Contextual Inquiry | Card Sorting |
| Task Analysis | Ethnography |



Software

- | | |
|-------------|--------------|
| Dreamweaver | Axure |
| Qualtrics | Morae |
| Photoshop | Tobii Studio |
| Flash | Movie Maker |
| InDesign | iMovie |
| Acrobat | SPSS |
| Illustrator | Loop11 |



Programming

- | | |
|--------|--------------|
| X/HTML | C/C++ |
| CSS | OpenGL |
| PHP | MATLAB |
| R | Actionscript |



Languages

English, Vietnamese; Spanish

Education

Ph.D. in Human Factors Psychology | *Expected May 2015*

Wichita State University, Wichita, KS **HFES Accredited*
Cumulative GPA: 3.98/4.00; Major: 4.00/4.00

M.A. in Human Factors Psychology | *May 2012*

Wichita State University, Wichita, KS **HFES Accredited*
Thesis: Training Older Adults to Improve Their Contrast Sensitivity: A Possible or Impossible Task?
Cumulative GPA: 3.98/4.00; Major: 4.00/4.00

B.A. in Psychology | *May 2008*

Wichita State University, Wichita, KS
Cumulative GPA: 3.80/4.00; Major: 4.00/4.00

Minors: Sociology, Women's Studies; Chemistry

Honors student that graduated magna cum laude.

Relevant Work Experience



Research

Graduate UX Researcher | August 2009 - Present
Software Usability Research Lab, Wichita, KS, USA
Lead and collaborate with numerous teams in conducting moderated and unmoderated usability tests, requirements and information gathering, and heuristics/expert review on hardware, software, mobile devices, voice recognition technology, and websites for fortune companies such as **Motorola, Microsoft, Nuance, Dell; Textron.**

User Experience Research Intern | May - August, 2014 **Google, Mountain View, CA, USA**

Planned and conducted several exploratory and evaluative research studies on Google Analytics and Google Tag Manager. Communicated and presented research findings to key stakeholders.

Design Research Intern | May - August, 2013 **Motorola Mobility, Sunnyvale, CA, USA**

Planned and conducted generative, iterative, and evaluative research on mobile software and hardware. Communicated and presented research findings to stakeholders (e.g., designers, engineers; executives).



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Relevant Work Experience



Design

Web Developer I January 2012 - Present

Software Usability Research Lab, Wichita, KS, USA

Redesigned and managing the www.surl.org website. Developed and directing the social media campaign to bring more Internet exposure to the website. The new website coupled with the social media campaign have resulted in over 300% increase in the number of subscribers within 6 months after the new design and social media campaign implementation.

Contract Designer I 2010-2011

Wichita State University, Wichita, KS, USA

Conceptualized and implemented the kiosk interface for a pediatrics clinic operated by Kansas University School of Medicine and Wesley Medical Center. Created four versions of a breast cancer website for research and eye tracking purposes.

Webmaster / Web Manager | 2006-2008

Wichita State University, Wichita, KS, USA

Managed the websites of two federal TRIO programs at Wichita State (McNair Scholars Program and Student Support Services). Designed and coded website layouts for the McNair Scholars Program. Updated website content, performed weekly/monthly website maintenance, and ensured the two programs' website follow and meet the university's website standards.

Freelance Web/Graphic Designer I 2000-2005

Wichita, KS, USA

Designed and built websites; produced various graphic materials (e.g., posters, banners, invitations) for a number of clients using Flash, Photoshop, InDesign, X/HTML, and CSS.

Other Work Experience



Teaching

Research Methods I 2011-2014

Wichita State University, Wichita, KS, USA

Covered the lecture portion and practical applications (lab) of psychological research methods and methodology (PSY 311). Instruction included how to write in APA style, construct an IRB form, collect data, run analyses, compile a journal-worthy research document, and present research in an academic setting. Analyses covered were descriptive statistics, correlation, chi-square, t test, and ANOVA.

Sensation & Perception I Fall 2010

Wichita State University, Wichita, KS, USA

Covered the basic anatomy and physiology of different sensory systems and the role experience plays in perception (PSY 409).



Other

Contract Specialist I 2010-2012

Larksfield Place, Wichita, KS, USA

Assisted with collecting and entering physical fitness and cognitive assessment data for older adults living at Larksfield Place on Functional Fitness Days. Part of a three-member team that developed and taught a cell phone usage workshop to older adults.

Tutor I 2005-2008

Wichita State University, Wichita, KS, USA

Advanced Level Tutor certified by the College Reading and Learning Association (CRLA). Assisted first generation and low-income college students in math and Spanish courses. Improved students' grades and raised self-esteem. Provided peer leadership and mentoring to new tutors.

Achievements



Honors & Awards

2nd Place Poster Division | 2013 Graduate Research & Scholarly Projects Symposium

Winner | 2010 Chambers Human Factors Award

3rd Place Poster | 2010 Regional Institute of Aging

Fellowship Recipient | 2009-2011 McNair Scholars

3rd Place Poster | McNair 2007 Research Symposium



Volunteers

Student Volunteer at the Annual Human Factors & Ergonomics Society (HFES) Conference | 2011-2013

Secretary & Webmaster of the Wichita State HFES Chapter | 2009-2010

Web Developer of Psi Chi | 2007-2009

Secretary/Treasurer of Tutoring Association | 2007-2008



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Selected Publications & Presentations



Publications

Chaparro, B. S., **Phan, M. H.**, Siu, C., & Jardina, J. R. (2014). User performance and satisfaction of tablet physical keyboards. *Journal of Usability Studies*, 9(2), 70-80.

Phan, M. H., & Chaparro, B. S. (2013, September). User perceptions of Facebook games. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 57, No. 1, pp. 1460-1464).

Jardina, J. R., **Phan, M.**, Nguyen, D., & Chaparro, B. S. (2012, September). Gender differences in first impressions of Web pages: The role of attractiveness, complexity, and brightness on perceived design quality. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 56, No. 1, pp. 1604-1608).

Phan, M. H., Jardina, J. R., Hoyle, S., & Chaparro, B. S. (2012, September). Examining the role of gender in video game usage, preference, and behavior. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 56, No. 1, pp. 1496-1500).

Phan, M. H., Jardina, J. R., Jansen, S. D., & Chaparro, B. S. (2012). Olympics 2012 goes mobile: Who wins the gold for best app? *Usability News* [[online link](#)]

Phan, M., & Teves, J. (2011). Comparing the highlight feature on e-Readers: Kindle vs. Nook. *Usability News* [[online link](#)]

Phan, M. (2011). Video gaming trends: Violent, Action/Adventure games are most popular. *Usability News* [[online link](#)]

Chaparro, B., Nguyen, B., **Phan, M.**, Smith, A., & Teves, J. (2010). Keyboard performance: iPad versus Netbook. *Usability News* [[online link](#)]

Phan, M., & Chaparro, B.S. (2008). Examining website accessibility among the disabled population. *McNair Scholars Journal*, 12, 49-52.



Presentations

Phan, M. H., Jibo, H., & Chaparro, B. S. (2014). Can You judge a video game by its cover? An exploration of subjective impressions and viewing patterns. Poster session presented at 10th Annual Graduate Research and Scholarly Projects Symposium, Wichita, KS.

Phan, M. H., & Chaparro, B. S. (2013). User perceptions of Facebook games. Poster session presented at 57th Annual Meeting of the Human Factors and Ergonomics Society, San Diego, CA.

Phan, M., & Chaparro, B. (2013). User perceptions of Facebook games. Poster session presented at 9th Annual Graduate Research and Scholarly Projects Symposium, Wichita, KS.

Phan, M. H., Jardina, J. R., Hoyle, S., & Chaparro, B. S. (2012). Examining the role of gender in video game usage, preference, and behavior. Poster session presented at 56th Annual Meeting of the Human Factors and Ergonomics Society, Boston, MA.

Jardina, J. R., **Phan, M.**, Nguyen, D., & Chaparro, B. S. (2012). Gender differences in first impressions of Web pages: The role of attractiveness, complexity, and brightness on perceived design quality. Poster session presented at 56th Annual Meeting of the Human Factors and Ergonomics Society, Boston, MA.

Phan, M., Haist, B., & Chaparro, B. (2012). Let the games begin: Video game usage patterns among current video gamers. Poster session presented at 8th Annual Graduate Research and Scholarly Projects Symposium, Wichita, KS.

Phan, M., & Rui, N. (2011). Training older adults to improve their contrast sensitivity: A possible or impossible task? Paper session presented at Vision Sciences Society 11th Annual Meeting, Naples, FL.

Phan, M., & Chaparro, B. (2008). Examining website accessibility among the disabled population. Poster session presented at 10th Annual Texas National McNair Scholars' Research Conference, Denton, TX.