

JONATHAN HABER

Senior UX Researcher

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14 Years Industry / Academic experience in UX Research. Ph.D. Human Computer Interaction. Expertise with in-person / virtual UX research, usability testing, interviewing, and analysis. Strong qualitative and quantitative research background, experienced in designing, undertaking, analyzing, and presenting research, independently and as a team. Strong publication record in ACM, IEEE, and UXPA peer reviewed conferences / journals.

www.jonathanhaber.com

WORK EXPERIENCE

AMAZON

Senior User Experience Researcher - Alexa Shopping | Dec 2020 - Current

- Established a Customer Listening and Sentiment program to help the Alexa Shopping organization understand customer perceptions, satisfaction, and frustrations, in order to identify which specific stages of the voice shopping journey are most challenging for customers, to understand why customers do / do not take specific shopping actions, to build customer empathy and awareness, and to identify / share out customer pain points and unmet needs across the entire Alexa Shopping org.
- Working with a team of designers and technologists on the Alexa Accessibilities Team, I led the evaluation of technologies and design patterns intended to reduce barriers to use of voice enabled devices (with and without screens).
- Working collaboratively with a team of UX researchers, we conducted a multi-month-long diary study related to the use of Alexa devices (with and without screens) to understand naturalistic home usage of virtual shopping assistants in order to identify customer frustrations / pain points in order to inform design and development teams' organizational roadmaps and influence product decisions and directions.

Senior User Experience Researcher - Amazon Care | Mar 2019 - Dec 2020

- Established a 'Voice of Customer' and 'Voice of Clinician' customer feedback and survey programs to collect / share out user and clinician feedback related to the Amazon Care / virtual health care initiative in order to inform the design / development teams to make appropriate design decisions leading to a specific UI and functionality redesigns.
- Worked closely with designers and program managers, I led the usability evaluation of mobile (user) and web-based (clinical) interfaces designed to connect users and health care clinical teams during alpha and beta development phases through to product launch while validating and invalidating product direction and building customer empathy across the organization.
- Designed custom mobile and survey user feedback mechanisms and presented to the organization and leadership while ensuring user privacy, safety, and HIPAA compliance.

User Experience Researcher - Special Projects | Sep 2017 - Mar 2019

- Under NDA
- Conducted in-situ customer observations, in-depth interviews, in the wild intercept studies, longitudinal diary studies, and usability work.

ROBOTS AND PENCILS INC.

User Experience Researcher | Feb 2016 - Aug 2017

- Worked with a team of artists and programmers, I directed the design of software and usability improvements for a wide variety of software projects (desktop/mobile/web).
- Conducted usability research and testing across a variety of software (educational, gaming, travel, telecommunication, banking, oil and gas, and health).
- Traveled to present UX research to a variety of clients and conferences.
- Trained clients and team members in the UX process and leveling up corporate UX maturity in outside organizations.

H&R BLOCK

User Experience Designer | Sep 2015 - Jan 2016

- Worked on an agile team to facilitate UX prototyping, testing, and designing of DIY Income Tax Software (Web and Desktop).

AGILE SURFACE ENGINEERING RESEARCH GROUP

Visualization Team Lead | Apr 2015 - Sep 2015

- Coordinated a team of developers to build visualizations of large data sets of oil and gas information, facilitating novel interaction techniques using large displays (30 million+ pixels).

CHI CONFERENCE

Volunteer Chair | 2013 - 2015

- Successfully organized and led a team of 180+ volunteers that helped to assist / facilitate the premier conference in the field of Human Computer Interaction (approx. 3000 attendees) for two consecutive years.

UNIVERSITY OF CALGARY

Graduate Teaching Assistant | 2010 - 2015

- Introduction to Human Computer Interaction – 2011, 2013, 2014.
 - Fundamental theory, principles, and practice of the design, implementation, and evaluation of human computer interfaces and UX.
 - Methods for evaluating interfaces with or without user involvement, Usability Studies, and Heuristic Review.
- Introduction to Computer Science – 2010, 2011, 2015.

RESEARCH IN MOTION

Usability Consultant | 2006

- Worked with a team of usability researchers to evaluate GPS mapping software solution developed by Research in Motion and existing market competitors.

EDUCATION

UNIVERSITY OF CALGARY

PhD in Computer Science | 2010 - 2016

UNIVERSITY OF GUELPH

Master of Science in Computer and Information Science | 2007 - 2010

UNIVERSITY OF GUELPH

Honors Bachelor of Computing | 2001 - 2007

ACHIEVEMENTS

11 Accepted Industry / Academic Contributions to Peer Reviewed Conferences / Journals

Invited Mentor / Judge - Shad Canada - 2021

Semi-Finalist - Amazon Think Big Ideas Contest - 2018

Best HCI Poster Winner – GI Conference - 2016

Invited Speaker – Denver Startup Week - 2016

NSERC Industrial PhD Research Scholarship - 2012 - 2015

Departmental Research Award - University of Calgary - 2013

Visiting Scholar and Invited Speaker – University of St. Andrews, UK - 2011