

Paula Garcia

User Experience Researcher

Experience

Graduate Research Assistant May 2017–Present

Rochester Institute of Technology

Conducted qualitative coding and analysis (Cohen's kappa, Krippendorff's alpha) on student deliverables to determine the effectiveness of computing teaching methods. Used *NVivo*, *R* and *Python*.

Project funding: \$450K National Science Foundation

Usability Teaching Assistant January–May 2017

Rochester Institute of Technology

Tutored graduate students on usability engineering principles and methods (*usability testing, heuristic analysis, card sorting, survey design, A/B testing*) in the course HCIN-630. Graded student deliverables.

Graduate Research Assistant May 2014–May 2017

Rochester Institute of Technology

Developed a *Python* program to cluster and classify language features by aphasia diagnostic outcome. This ongoing research identifies the spoken language differences among subpopulations with post-stroke aphasia.

Awards: Effective Access Technologies Conference (3rd Place Best Poster Award)

Additional Publication Venues: Pervasive Technologies Related to Assistive Devices (ACM), Tapia Conference (ACM)

Projects

Electrical Transformer Predictions

Rochester Institute of Technology

Created *R* and *Matlab* programs to isolate features using multivariate linear and logistic regression, validated through k-fold. Classified the sensors' status using random forest.

Kodak Alaris Kiosk Usability Evaluation

Kodak Alaris

Performed heuristic evaluations, survey studies, and A/B testing. Conducted usability studies in controlled environments to understand the relationship between participants' demographics and their behavior. Usability studies were conducted using the *Morae Software*.

Education

Computing & Information Sciences

Rochester Institute of Technology,

PhD Graduate Program, 3.8 GPA

Expected May 2019

Awards: Heidelberg Laureate Forum
Young Researcher Award

Industrial Design

Rochester Institute of Technology,

Bachelor of Fine Arts, 3.7 GPA

Entrepreneurship minor

Awards: Fulbright Research Grant
Finalist

Skills

Research

Competitive Analysis, A/B Testing, Hypothesis Testing, Heuristic Evaluation, Usability Testing

Machine Learning

scikit-learn, caret, numpy

Software

Illustrator, Photoshop, InDesign, Experience Design, After Effects, SolidWorks, Camtasia, InVision, SPSS

Programming

Python, R, Matlab, Java, Django, HTML, CSS, Javascript

Service

Research Mentor

National Science Foundation (NSF-REU)

Mentored undergraduate students in Summer 2017 on research methods and statistics.

Mathematics Instructor & Tutor

Our Lady of Mercy High School

Instructor of Sylvan Learning's award-winning Ace It! Program. Tutored students on algebra and pre-algebra.