

ANDREA WILLIAMS, PhD

UX Researcher and Instructor with 10 Years Experience
in Human-Centered Research & Design

212.300.7970
ms.andreawilliams@gmail.com
www.andreawilliamsdesign.com
linkedin.com/in/andreawilliams-phd/

PROFESSIONAL EXPERIENCE

Adjunct Professor of Critical Issues in Deep Listening

Virginia Commonwealth University

AUGUST - DECEMBER 2021 (RICHMOND, VA, remote from NY)

- Participated in strategic curriculum design and delivery
- Researched sound and environments, recording technologies, inclusivity, and deep listening
- Developed student empathy for creative media collaborations
- Provided mentoring for student remote collaborative work

UX Researcher & Designer

Consultant

MAY 2007-PRESENT

Clients:

- 2018-2019: **Lead UX Researcher** for *Imaginary Futures*
Facilitated inclusive focus groups for urban design firm, Place Alliance for city project, via a NYSCA grant in Troy, NY.
2018: **Lead UX Researcher**, NYSCA grant for sleep and dream studies using biosensor designed by Stanford neuroscientist
- 2014-2016: **Lead AR/UX Researcher & Designer** for *Riverfront Park Soundwalk*, an AR Soundwalk app designed with Widgetic to connect users to the Hudson River that integrated ethnographic research, interviews, sound design, and user studies into the development of iterations, analysis, and a final prototype. Launched at the Hart Cluett Museum, Troy, NY, 2016:
Impact: 84% of users responded a clear “Yes” that they felt more connected to the Hudson River via the soundwalk.
2012: **UX Researcher** for Craigslist (new project)
2012: **Lead UX Researcher/UX Designer** for AR soundwalk for P.L.A.C.E. Oakland, CA
2007: **Lead UX Researcher and Designer** for Target, NYC

Visiting Artist for Sound Communication I and II and Grad Studio

Virginia Commonwealth University

JANUARY 2020 – MAY 2020 (RICHMOND, VA)

- Designed, executed, and administered digital arts curricula
- Mentored student creative collaborative work

EDUCATION

Rensselaer Polytechnic Institute (RPI)

PhD Electronic Arts

Dissertation: “Soundwalking: Creating Stewardship for Local Waterways”

Project: AR Soundwalk

August 2018 / GPA: 3.9

SKILLS

Research

Qualitative Analysis

Ethnography

Participant Recruiting

Interviewing

Journey Mapping

Persona

Survey Creation and Analysis

Usability Studies

Heuristic Evaluation

Competitive Analysis

Wireframing

Prototyping

Visual Design

Sound Design/Recording

Competencies

Teaching & Mentoring

International Workshop Facilitation
with Translators

TOOLS

Figma

Adobe XD

Miro

Adobe Creative Suite

UserZoom