

# Tory Flack UX Design Researcher

## Google

(via Adecco)  
New York, New York  
July 2019 – Present

### UX Research Assistant: Google Cloud Databases

- Managed and documented the implementation of a pilot rapid research program, establishing an economical, templated process
- Conducted usability studies end to end: study plan + discussion guide creation, moderating interviews, analyzing research output, presenting findings and providing recommendations to stakeholders
- Analyzed qualitative in-product survey feedback and reported actionable findings to product teams to inform feature priorities
- Worked closely with product researchers, designers and FE Engineers to institute a taxonomy of database activities for collaboration with quantitative analysis team
- Connected with Google account managers to recruit highly specialized Enterprise participants
- Supported foundational research studies by coordinating study logistics and recruitment, managing stakeholder communication, note taking and transcription

## Diagram

New York, New York  
August 2018 – July 2019

### Recruitment Lead + Research Assistant: Mild Cognitive Impairment Study

- Managed recruitment of and direct communication with 28 research patients managing a complex disease state for web interviews and contextual field research
- Assisted with materials production and fieldwork preparation
- Synthesized research output and crafted 6 compelling audio stories to support findings

### Research Assistant + Project Manager: Foster Care + Youth Homelessness Initiative

- Oversaw the strategy and implementation of Phases 1 and 2
- Developed and monitored detailed project plans, timeline, budget and team meetings
- Supervised MFA student team, overseeing successful and timely completion of deliverables
- Coordinated logistics for 14 stakeholder interviews with nonprofit and government community leaders
- Managed and prepared production and materials for design workshops
- Assisted with workshop facilitation and synthesis and analysis of workshop outputs for final reports
- Anticipated risks and reports to management as needed

## Native Design

New York, New York  
July 2018

### Freelance Market Researcher: In-Home Medical Device

- Led user interviews and co-creation activities in 10 homes across the Greater NYC Metropolitan Area
- Captured audio, video and photographs of participants in their homes; documented measurements of participant's living spaces
- Digitized measurements and finalized floorplans using Adobe Illustrator

## Yah, No Podcast

New York, New York  
May 2018 – Present

### Producer / Editor, Seasons 3 + 4

- Coordinates logistics and booking of recording studio and podcast guests
- Works closely with hosts to ideate and curate material relevant to the intersection of design and healthcare
- Edits two hours of high-quality recording into 20-25 minute short form audio episodes
- Guides hosts' discussion, observes transition opportunities, and maintains focus in studio
- Writes website and social media copy

## Research Methodologies

User and stakeholder interviews; Remote usability studies; Field studies; Qualitative survey analysis; Journey mapping; Persona building; Cultural probes; Co-creation; Workshop facilitation

## Skills

Audio and video editing; G Suite proficiency; Working knowledge of Microsoft Office and Adobe; Working directly with stakeholders; 10+ years actor training and teaching artist experience

## Education

The University of Iowa, Iowa City, IA  
B.A. English (Nonfiction Writing) and Theatre Arts, May 2010