Akeiylah DeWitt, M.S.

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RESEARCH AND PROFESSIONAL EXPERIENCE

Google *(Fitbit)* – *Student Researcher*   Aug 2023 – Present
- Developing and implementing user-centered research plans to create and validate product requirements for AI-powered wellness tracking.
- Conducted a review of internal and external research, uncovering valuable user insights that preempted the need for a separate formative research study.
- Collaborating with designers and engineers across 3 global product areas to translate user research insights into actionable design recommendations, ensuring the final products address user needs for clarity and ease of use.

University of Washington – *Research Lead*   Sept 2019 – Present
- Spearheaded user research for personalized data insights in mobile health apps. Analyzed user reviews and in-app interactions of over 300 apps to identify user needs for personalized content recommendations.
- Conducted in-depth user research with 50+ users, utilizing interviews and co-design sessions (journey mapping, low fidelity prototyping) to understand desired functionalities.
- Partnered with UX designer to create and refine prototypes based on user feedback. Conducted a heuristic evaluation to identify and address usability issues.
- Authored a comprehensive research report summarizing user needs and recommending personalization techniques to improve technology adoption, engagement, and user experience.

Microsoft *(Azure Cloud Services)* – *User Experience Research Intern*   June 2022 – Sept 2022
- Designed and conducted virtual surveys and interviews with over 200 cloud engineers to uncover critical pain points and inefficiencies in the existing "Getting Started" experience for cloud services.
- Collaborated with UX design team to translate customer insights into Figma design concepts to streamline user flows.
- Performed iterative user testing with 5 customers to refine the design concepts and ensure alignment with user needs.
- Delivered a comprehensive research report and presentation outlining steps to improve user engagement, empowering cross-functional stakeholders to prioritize product and design changes for next release.

Esri – *User Experience Researcher* *(Contract and Intern)*   June 2021 – May 2022
- Established a user experience performance baseline for desktop software through usability testing, enabling future benchmarking studies to track and optimize the user experience over time.
- Enhanced accessibility and usability of past customer research through data entry of over 100 studies into a collaborative research repository, facilitating efficient knowledge sharing and informing future research efforts.
- Identified opportunities to improve location search in a mapping mobile app through unmoderated user testing with tasks.
- Developed industry-standard usability benchmarks for task completing time and error rates in mapping app.
- Presented research findings in an interactive report, highlighting critical usability issues and leading to revised product roadmap.

METHODS AND TOOLS

Methods: Wireframe Evaluation, Usability Studies, Lab Studies, Field Studies, Survey Design, Contextual Inquiry, Benchmarking, Diary Studies, Interviews, Focus Groups, Co-Design, Heuristic Evaluation, Concept Testing, Content Analysis, Literature Review
User Recruitment & Study Proctoring: UserTesting, Respondent
Surveys: Qualtrics, Google Forms, SurveyMonkey, Typeform
Analysis, Reporting, and Collaboration: Dovetail, Airtable, Asana, Dedoose, ATLAS.ti, Miro, Google Suite

EDUCATION

University of Washington - Seattle
Ph.D. candidate in Human-Centered Design and Engineering (HCDE)   Expected April 2024
M.S. Human-Centered Design and Engineering   June 2022

University of California, Merced
B.S. Cognitive Science, Chancellor's Honor List   May 2019