

Jack-Morgan Mizell, PhD

UX RESEARCHER

Profile

Practical problem-solver with a background in cognitive psychology and **7+ years of applied research experience** in tech, education, and finance. I employ qualitative and quantitative research methods to understand complex problem spaces, drive product strategy, and empower decision makers.

Relevant Work Experience

Quantitative UX Researcher, Meta - Consumer Insights (contract)

DECEMBER 2022 – PRESENT

- Designed and implemented a **multi-part evaluative plan** with cross-functional partners to track the user experience of generative AI messaging features with **surveys, log analysis, and interviews**
- Informed **strategic product priorities** through comprehensive research **combining large behavioral & survey analysis with a jobs-to-be-done framework** to understand user's mental models using with **R and SQL**
- Owned international **usability and A/B testing** for product improvements leading to **growth in key user segments**, growth by 1.5 million daily users, and topline sentiment by 3%
- Ensured leadership had a complete picture of product success for key initiatives through **compelling storytelling** of cross-functional insights.

Mixed-Methods UX Researcher, Microsoft - Cloud Solutions (contract)

APRIL 2022 – NOVEMBER 2022

- Led foundational **user interviews** through **cross-functional collaboration** that led to direct improvements in product discoverability(+15%) and usability(+30%)
- Conducted **secondary research** studies leading to 15+ improvements to complex sales products for internal and external users
- Designed a web feedback system to collect and evaluate user beliefs and attitudes at scale through **touch-point surveys** and **telemetry**
- Mentored an internship project to ensure the usability & utility of a **data visualization & analytics dashboard** for cloud-computing products

Quantitative Researcher, Rum Creek - Web3 Analysis (contract)

AUGUST 2020 – APRIL 2022

- Increased investment returns in the web3 space by implementing advanced **social media & machine learning analytics** to identify promising products and influence financial strategies
- Led digital **ethnography** studies to understand bottom-up digital communities and identify key aspects of successful projects for product development

**Promoted from Data Analyst position in May 2021*

- Improved data collection and analytics pipelines through automation to improve efficiency using **R and SQL**

Doctoral Researcher, University of Arizona: Psychology, Tucson

Details

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Links

[Portfolio Website](#)
[LinkedIn](#)
[GitHub](#)

Skills

Survey Design & Analysis
A/B Testing
Behavioral Log Analysis
Applied Statistics
In-Depth Interviews
Usability Testing
Diary Studies

Tools

R
SQL
Python
Qualtrics
Microsoft Office Suite
Google Workspace

AUGUST 2017 – MAY 2022

- Owned a **multi-year research project** culminating in a 1-million-dollar grant, 3 scientific papers, and multiple international conference presentations
- Pioneered **online behavioral testing** experiments for the department, developing best practices and leading to the successful completion of 20+ projects across teams
- Built **novel metrics** to understand drivers of economic behavior using computational models

Laboratory Manager, McKnight Brain Institute, Gainesville, FL

MARCH 2015 – JUNE 2017

- **Managed multiple research projects simultaneously** including design, data collection, establishing data cleaning, analysis, and reporting
- Mentored 9 research assistants, teaching them about **research design** and analysis to successfully lead their own projects
- Responsible for day-to-day lab duties, including invoicing, deliveries, schedules, and experimental preparation

Freelance Survey Researcher

DECEMBER 2019 – JUNE 2021

- Designed and conducted **end-to-end survey research** projects using Qualtrics and R for 30+ clients
- Put together reports and presentations for stakeholders including **data visualizations** and **statistical analyses** (T-Tests, ANOVAs, and regressions)

Education

PhD, Cognitive Psychology, University of Arizona

Domain Expertise: behavioral economics, decision making, bias, behavioral testing

M.A. Psychology, University of Arizona

BA, Linguistics, University of Florida

Additional Projects

Neuromatch Summer School in Computational Neuroscience & AI

- Completed a project-based course on data analysis, artificial intelligence and machine learning taught in Python
- Capstone Project: Using Principal Component Analysis on Neural Time Series Data to Understand Decision-Making

University of Arizona DEI Climate Project

- Led focus groups and in-depth interviews to identify key needs and areas for improvement at the University of Arizona around Diversity and **E**quity
- Shifted strategic direction by presenting to leadership end-to-end survey research on the frequency and severity of pain points faced by workers