AYO ANIMASHAUN

Mixed Method Design Research

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EDUCATION

University of California, Berkeley 2019
Master of Information Management & Systems
GPA: 3.77
Focus: Human-Computer Interaction
Coursework: Data Mining & Analytics, Experiments & Casual Inference, Quantitative Research Methods, Qualitative Research Methods, Front-end Web Architecture, User Interface Development & Design, Information Law & Policy, Applied Behavioral Economics, Design and Analysis of Experiments, Back-end Web Architecture, Applied Natural Language Processing.

DePauw University 2014
Bachelor of Arts in Economics
Coursework: Regression and Simulation for Economics, Corporate Finance, Applied Game Theory, Econometrics, Statistics for Economics.

PROJECTS

RITE usability tests | Interviews | Card Sorting | Design Innovation

MIMS Capstone
Planned and executed research program for design team in the development of a solution which motivates users to improve password generation and digital security habits.

A/B Testing | Python | Statistical Inference | Experiment Design

Phone Health Experiment
Analyzed data collected in a field experiment designed as an empirical test for casual inference between different display filters/hues and duration of phone use of iPhone users.

JavaScript | CSS React.js | HTML NoSQL | Flask

DocConnect Calendar App
Built an appointment management web application for doctors using React Forms, and RESTful request dispatching.

WORK EXPERIENCE

Google LLC May 2018 - August 2018
User Experience Research Intern
- Independently implemented **mixed method research**, in a **competitive analysis** of an emerging mobile payments platform in the US; communicated tactical insights to PM and Engineering, which influenced Android Messages competitive strategy for 2019.
- Conducted exploratory analysis on **longitudinal diary data** of 100 users of a ubiquitous social media platform; implemented **generalized linear mixed models (GLMM)** in **R** to assess the probability of behavioral outcomes. Findings were shared in cross-product area workshops that generated **32 new feature opportunities**.
- Conducted both **lab-based and remote usability studies** using UserZoom to inform tactical re-design of existing features.

Beacon Power Services, Lagos Nigeria August 2014 - June 2017
Product Manager
- Conducted **contextual inquiry** of users in their workplace, and prepared physical materials to facilate **mapping** and **participatory design** activities during **in-depth interviews**.
- Managed and specified the **roadmap** of analytics and visualization features, while **tracking dependencies**, and **prioritizing features** in product backlog.
- Conducted **requirements gathering** and led custom client **product feature implementations** in **Knockout.js,** which increased **product traction** and drove subscriber growth by **35%**.
- Mined data from the **SQL** database that was used in several significant client presentations.