






John Neuhoff

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Summary

- Experienced Senior UX Researcher with a strong background in qualitative and quantitative UX research and strategy, agile methodologies, UX writing, and statistics and data analysis.
- Proven success in mixed methods research, experimental design, qualitative research, and communicating actionable recommendations in understandable terms for stakeholders.
- Skilled in leadership and UX research tools and techniques, including usability testing, survey design and analysis, journey mapping, personas, A/B testing, card sorting, tree testing, stakeholder interviews, focus groups, vision workshops, and project planning.

Employment History

2022 – PRESENT

Senior UX Researcher / Veracity Consulting Group, Glenn Ellen, VA (remote)

- Embedded as an agile UX Researcher on five VA digital telehealth apps conducting beta testing, heuristic evaluations, usability studies, user surveys, interview, persona construction, and wireframing.
- Completed end-to-end UX research for redesign of the *Visa* employee IT support portal, including project planning, two vision workshops, five employee focus groups, survey for user segmentation, and factor analysis for persona construction, made design recommendations for wireframes.
- Conducted UX redesign research for *Smithfield Foods* employee IT support portal, running a vision workshop with four key stakeholders, open card sort, and tree testing with nine employees.
- Wrote four user journey stories for *MetLife Mexico* to identify workflows and pain points in medical claims payment processing.
- Consulted on content strategy and executed two card sorts and three tree tests for revision of *Pfizer* employee intranet. Made recommendations for the redesign of information architecture.
- Supervising two Senior UX Researchers, providing guidance on delivering user-centered research that informs product development decisions.

2000 – 2022

UX Researcher / Professor / College of Wooster, Wooster, OH

- Taught courses in *UX Research*, *Cognitive Psychology*, *Perception*, and *Statistics and Research Methods* to over 100 students annually
- Led heuristic evaluations, interviews, and focus groups to design and evaluate curricular assessment instruments for 35 academic departments
- Conducted quantitative scientific research with over 60 peer-reviewed publications and two edited books: (see jneuhoff.com/publications)
- Led qualitative ideation workshops with cross-functional stakeholders to design and implement a new major in Neuroscience, tripling the number of majors in two years
- Presented research findings at over 100 national and international conferences
- Coordinated with stakeholders and cross-functional teams drawn from five departments, two management groups, and a funding agency to secure a \$750,000 institutional science grant
- Demonstrated excellence in communication by winning over \$250,00 in federal research grants
- Supervised over 50 senior student research theses
- Directed and published research reports with 24 undergraduate research co-authors

2012 – 2015, 2020-2022

Chair, Department of Psychology / The College of Wooster

- Recruited, hired, and mentored six full-time faculty members, including diversity and implicit bias training
- Established and maintained a 10-year vision for the department consistent with the college mission
- Served as a liaison between the department, administration, and 35 other units of the institution
- Developed and directed a \$118,000 departmental operating budget and endowment
- Managed evaluations and grievance procedures for nine departmental faculty,
- Administered over 130 student majors and evaluated over 50 requests for student transfer credit annually

2008 – 2009

Director of Research and Grants / College of Wooster, Wooster, OH

- Advised 15 research faculty in finding, writing, and submitting over \$1.25 million in grant proposals
 - Secured funding from federal agencies and private foundations with 5 successful grant proposals
 - Located potential funding and faculty development sources for 35 departments and programs
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Entrepreneurial Activity

2017 – 2022

Auditory Perception and Cognition Research Foundation / Co-founder

- Co-founded an international non-profit research foundation for scientific research and the associated *Auditory Perception and Cognition Society* with over 400 current members. See <https://apcsociety.org/>
 - Organized annual research conference with over 100 research professionals from 14 countries (APCAM)
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Education

Ph.D.	Kent State University	Cognitive Psychology
M.A.	Kent State University	Cognitive Psychology
B.A.	Baldwin-Wallace University	Experimental Psychology

Invited Presentations

- Centre For Interdisciplinary Research in Music Media and Technology, McGill University
 - Auditory Perception, Cognition, and Action Meeting, Toronto
 - International Congress on Acoustics, Sydney Australia
 - Canadian Acoustical Society, Plenary Address, October
 - International Congress on Acoustics, Madrid, September
 - Department of Psychology, University of Birmingham (U.K.)
 - Department of Psychology, Brown University
 - Annual Meeting of The Acoustical Society of America, Nashville
 - Office of Naval Research Cognition Symposium
 - International Congress on Acoustics, Rome, Italy
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Media Appearances

- Wall Street Journal, *Ideas Market*
- Discover Magazine
- Fox News Online
- Science Daily
- Washington Post, *Science Notebook*
- National Public Radio, *All Things Considered*
- National Public Radio, *Sounds Like Science*
- BBC World Service Radio