John Neuhoff

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Summary

- Experienced Senior UX Researcher with strong skills in qualitative and quantitative UX research and strategy, agile methodologies, UX writing, statistics, and data analysis
- Proven success in leveraging AI for UXR methods, mixed methods research, experimental design, 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 UX Researcher on five *VA* telehealth apps, conducted heuristic evaluations, usability studies, surveys, interviews, persona construction, UX writing, and wireframing to improve user experience and access to healthcare for Veterans by providing hundreds of user insights and design recommendations.
- Completed end-to-end UX research on *Visa's* employee IT support portal, including project planning, vision workshops, five employee focus groups, survey of 450 employees, user segmentation, factor analysis and persona construction, made design recommendations for a cohesive end-state vision aligned with stakeholder needs.
- Conducted a vision workshop with 4 executive stakeholders, card sort, and tree testing with nine employees for employee IT support portal redesign at *Smithfield Foods*.
- Wrote four user journey stories for *MetLife* to identify workflows, pain points, and improve user experience and profitability 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 information architecture to improve usability.
- Supervised two Senior UX Researchers providing guidance on career development and on delivering user-centered research that informs and improves product development decisions.

2000 – 2022
UX Researcher / Professor / College of Wooster, Wooster, OH

- Taught courses in *UX Research, Cognitive Psychology,* and *Statistics* 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

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)

Education

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

Invited Presentations

- Pasteur Institute, Paris, France
- 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
- International Congress on Acoustics, Madrid
- 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

Media Appearances

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