

# Samantha McDonald, PhD

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## EXPERIENCE

### Meta — UX Researcher

Researcher for Monetization teams. Topics included measurement products for advertising (e.g., A/B testing), statistical literacy, accessibility, and advertising strategies.

My research recommendations were shown to **increase incremental revenue** of products and **steered the direction of team goals** and projects each half.

### POPVOX Foundation — Consultant

Worked with POPVOX as part of my dissertation to develop an asynchronous online town hall for Members of Congress.

I **created a civic metric toolkit** for participatory governance research based on our findings.

### University of California, Irvine — Student Lecturer

Lecturer for class “Internet Technologies and Their Social Impact.” 130-150 students in each class.

Developed all lecture materials and managed two teaching assistants for each class.

### Facebook — UX Research Intern

Conducted summer research for the Business Integrity Transparency & Controls team. **Established a usability baseline** on how people can personalize and control their advertising experience.

### Congressional Management Foundation — Consulting Researcher

Performed data analysis for four Congresspersons **deploying constituent satisfaction surveys** in their districts. Additional research on congressional technology in collaboration with the Democracy Fund, Congressional Management Foundation, and the Open Gov Foundation.

### Johns Hopkins Applied Physics Lab — Intern

Assisted teams in the Asymmetric Operations Unit testing video games to mitigate cognitive biases in intelligence agents. This was a SIRIUS IARPA funded project.

## EDUCATION

University of California, Irvine — *Ph.D. Informatics*

University of Maryland, Baltimore County — *B.S. Information Systems*

Sophia University 上智大学, Tokyo - Abroad

## UX RESEARCH SKILLS

Usability Testing

Ethnographic  
Fieldwork

Cognitive  
Interviewing +  
Survey Research

Qualitative Coding  
and Discourse  
Analysis

Survey Design +  
Implementation

User Needs  
Frameworks

## ACADEMIC RESEARCH SKILLS

Public Report Writing

Lecturing

Iterative Prototyping

Survey Regression  
Analysis + Modeling

## TECHNICAL SKILLS

SQL, R, C++, Java,  
SQL, XHTML, CSS

UserTesting,  
SurveyMonkey,  
Qualtrics

