NORA SZLADOVICS M.A.

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UX RESEARCHER

Dedicated researcher with a strong background in user research methodologies, data analysis, and a track record of providing actionable insights to shape product development strategies. Excels in collaborating with cross-functional teams and is committed to promoting a user-centered approach.

SKILLS

Usability Testing	Ethnography & Field Visits	In-lab & Remote	Surveys
Multivariate Statistics	Contextual Inquiries	Moderation	Human Factors
Interviews	Heuristic Evaluation	Qualitative Research	R & Pytho

PROFESSIONAL EXPERIENCE

UX Research Associate, *Google - Contract via SJSURF*, San Jose, CA   *Aug 2022 – Dec 2022*
- Co-led three rounds of mixed methods research for Google Hardware UX, **shaping thermal comfort perception for future products, including Pixel 8 / 8 Pro**.
- Coordinated end-to-end research process: participant **recruitment**, scheduling, and data collection, **moderating** over 40 in-person user sessions.
- Handled equipment setup and troubleshooting for **usability testing**.
- Utilized Qualtrics to design screening **surveys**, performed **thematic analysis**, and distilled 200+ findings into 30 actionable insights.
- Integrated **qualitative** findings with **quantitative** data for three reports and one executive summary, delivering impactful insights to cross-functional **stakeholders**.
- Presented results to Google engineers, PMs, and researchers.

Human Factors Research Assistant, *NASA - Contract via SJSURF*, Mountain View, CA   *May 2022 – Sept 2023*
- Conducted descriptive statistical analysis, data visualization, and thematic analysis in **survey research** using Qualtrics to gain insights into pilots' behavior and contributions to flight safety.

Quality Assurance Specialist, *Facebook – Contract via Appen*, Menlo Park, CA   *Sept 2018 – April 2021*
- Achieved 51% increase in evaluation accuracy and 64% increase in rater agreement through trend analysis and presented actionable changes to cross-functional stakeholders.
- Improved data collection plans for ML training system projects by performing quality trend analysis.

Data Analyst, *Apple – Contract via Apex Systems*, Sunnyvale, CA   *Jan 2017 – April 2018*
- Performed market research, localization, translation, and evaluation of new transit metadata and oversaw project coordination for 5+ markets to help launch Apple Transit to over 20 markets in 6 different languages.
- Created project documentation and guidelines for internal team members.

PROJECTS

Samsung Galaxy Whtch5 Heuristic Evaluation   *Fall 2022*
Advisor: Dr. Anthony Andre | Human Factors Seminar | San José State University
- Identified over a dozen usability violations, improved information architecture, and navigation flow by conducting a **heuristic evaluation** on the Galaxy Watch5 and Health app with usability principle and user interface-based evaluations.

Ethnographic Research   *Spring 2023*
Advisor: Dr. A. J. Faas | Ethnographic Methods | San José State University
- Conducted in-depth **semi-structured interviews**, performed thorough thematic analysis, and effectively synthesized findings for strategic insights, communicated findings through a detailed slide deck.

Interactive Chatbot Programmed with Python   *Spring 2023*
Advisor: Dr. Cory Fernandez |Programming Course | San José State University

- Programmed a chatbot with over 200 lines of Python code to assist in UX research methodology selection by using Google Colab.

EDUCATION

M.A., Research & Experimental Psychology, *San Jose State University, San Jose, CA* *2023*
B.A., Communication and Media Sciences, *University of West Hungary, Hungary*

PUBLICATIONS

- Master's Thesis: Szladovics, N. (2023). *Advertisement Blindness in Social Media Apps*. [Master's Thesis, San José State University]. ProQuest Dissertations and Theses Global.

- Conference presentation: Brennan, J., Cooper, J., Szladovics, N., Levesque, H., Dong, M., Andrade., C. (2023). Is My Phone Warm or Is It Just Me? Understand Smartphone Thermal Perception. *Alphabet Multiphysics Summit*.

- Conference presentation: Brennan, J., Cooper, J., Szladovics, N., Levesque, H., Dong, M., Andrade., C. (2023). Ouch, My Phone is Hot! Understanding User Thermal Perception. *Google UXU Conference*.

- Conference presentation: Billman, D., Hobbs, A., Cusano, L., Szladovics, N. (2023). Survey assessment and initial data: Flight context and pilot techniques in everyday flights. 2023 *International Symposium of Aviation Psychology*.