

Mayuko Ueda

www.mayukoueda.com/info

Human Factors & Usability Specialist

1070 Oakmont Drive #14, San Jose, CA 95117

(925) 437-0560 | maueda@gmail.com

Objective

Apply my expertise in Human Factors and Usability to research and design innovative products within a creative team environment.

Skills / Qualifications

Human Factors Principles – Theoretical knowledge of Human Factors, Human-Computer Interaction, Engineering Psychology, and Ergonomics principles.

User-Centered Design Process – Practical understanding of user experience design methodologies, and application to business needs.

User Research – Recruiting, Surveys, Interviews, Contextual Inquiry, Field Studies, Task Analysis, Affinity Diagrams, User Profiles, Personas, Scenarios, Use Cases.

Usability Evaluation – Heuristic Evaluation, Cognitive Walkthroughs, Usability Testing (Exploratory, Assessment, Comparative, Validation), Competitive Benchmarking, International Issues, Qualitative Analysis, Inferential Statistics.

Usability Equipment & Tools – Lab Equipment (Recording, Magic Mirror), Remote Testing (Research Manager, WebEffective), Camtasia, Reports, Presentations.

Interface & Product Design – Prototyping (Low/High Fidelity), 2D/3D, Visual Design, Anthropometrics, Trace Marks.

Languages – English (Fluent), Japanese (Fluent), Mandarin (Intermediate)

Education

M.S. in Human Factors & Ergonomics – *In progress*

San Jose State University, San Jose, CA

- **GPA 3.9** – Projected Completion: Fall 2006
- **Thesis/Project Research** – Information Processing Analysis for Nurse Staffing System at Santa Clara Valley Medical Center (In Progress)
- **Related Courses** – Human Factors, HCI, Usability Testing, Ergonomics, Research Methods, Experimental Design, Industrial Design, Human Performance, Medical Devices

Mayuko Ueda – Human Factors and Usability Specialist

(925) 437-0560 | maueda@gmail.com

B.A. in Psychology

University of California, San Diego, CA

- **GPA 3.3** – Graduation Date: June 2003
- **Related Courses** – Cognitive Psychology, Engineering Psychology, Statistics

Experience

Keynote Systems – San Mateo, CA

Feb. 2005 – Dec. 2005

Research Associate, Customer Experience Management Team

- Planned international and domestic research to meet business objectives
- Conducted large-scale user research with remote data collection tools (WebEffective, Research Manager) on major corporate websites:
 - **Nike, Nokia** – Competitive benchmarking
 - **Nike, Nokia, Motorola** – User brand impression
 - **Staples, Best Buy** – Customer experience
 - **HP, Dell** – Customer support usability comparison
 - **CDC.edu** – Exploratory study
 - **AOL, Yahoo** – General usability
- Collected data, qualitative/quantitative analysis, competitive evaluation
- Provided personas/scenarios and strategic recommendations based on data

SJSU HF/E Master's Program – San Jose, CA

Fall 2004 – Spring 2006

- **Ergonomic Evaluations** – Cold Stone Creamery, Copy Club San Jose
- **Task Analysis** – Rubicor Breast Biopsy Device, Seiko Electric Dictionary
- **Usability Testing** – Skype User Interface
- **Prototyping & Design** – CalTrain System Map/Signs, Water Bottle (Concept)
- **Heuristic Evaluations** – Blogger, PubSub, Lumix Digital Camera, USPS Automated Postal Center, California State Web Site

For samples and portfolio: www.mayukoueda.com/info

Activities

SJSU HFES Student Chapter

- Vice President, Executive Council
- Member, Web Committee

Fall 2005 – Spring 2006

Fall 2004 – Spring 2006

Human Factors & Ergonomics Society (HFES)

- 50th Annual Meeting Host Committee
- Patient Safety & Quality Health Care Technical Group
- HFES Member

Since Spring 2006

Since Jan. 2006

Since May 2005