Jessica M. Blay

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Website & portfolio: https://jessica-blay.github.io/

Summary

I'm passionate about UX research and helping clients gain insights into how users interact with their products to improve usability. I have experience with AR/VR, interviews, surveys, recruiting, and data collection, and I have worked with both qualitative and quantitative data. My excellent time management and interpersonal skills help discovering usability issues and creating actionable insights. I have a thirst for learning new research techniques.

Skills

- End-to-end usability evaluations
- Qualitative and quantitative research
- Statistical analysis using IBM SPSS, Excel, Google Sheets
- Personas, wireframes, and iterative prototyping using Adobe XD
- Data collection with AR/VR
- Design Thinking
- User journeys and personas
- Time management
- Summarizing and presenting results
- Detail oriented

Experience

Meta (via Experis), Collections Operation Technician (contract)
July 2022 - Present
- Collect eye tracking and face tracking data for Virtual Reality avatar
- Set up eye tracking software and hardware
- Perform eye calibration
- Recruit & schedule participants
- Administer surveys
- Interview participants
- Run scripts to upload data
- Data collection QA

Center for Usability in Design and Accessibility (CUDA), UX Researcher (Part-Time)
October 2019 - July 2021
- Worked part-time for the research and testing center CUDA at CSULB specializing in usability and accessibility in addition to my Master's degree
- Worked with clients to identify and evaluate research topics for personalized dashboard
- Created an initial knowledgebase for chatbot functionality

- End-to-end usability evaluation of new website functionality
- Plan and implement research strategies and methodologies
- Conducted focus groups remotely over Zoom
- Conducted usability tests remotely over Zoom
- Performed usability testing of different display formats for e-readers following fixed methodology
- Designed and distributed survey
- Analyzed qualitative and quantitative data from interviews, recordings, and surveys
- Performed task analysis
- Performed root cause analysis
- Identified and investigated usability errors
- Reported defects that affect usability
- Created insights of how to improve the information presented and its representation
- Advised on ways to improve usability of evaluated functionality
- Assessed e-learning course content
- Wrote course descriptions for e-learning courses for diverse audiences
- Wrote and presented evaluation reports to clients

Gooru (as part of Practicum course), Research Associate
August 2020 - December 2020
- Researched assessment theories
- Researched existing diagnostic techniques for determining knowledge level
- Designed criteria for e-learning course assessments and diagnostics to be used site wide in new courses
- Designed course for new CSULB students following assessment and diagnostic criteria
- Wrote and presented report on findings

Publications & Papers

Blay, J. M. (2021). *How Does Age of Acquisition and Fluency Affect the Bilingual Advantage?* (Master's thesis, California State University, Long Beach). Retrieved from https://www.proquest.com/openview/368a6f1ed8307e4754c225 6481fd571c/

Hancock, G. M., Gruber, M., Bui, U. D., Blay-Moreira, J., Apatiga, Y., Schmitz, C. E., & Hancock, P. A. (2021, June). A Synthesis of Subjective Scales Which Assess Worker Fatigue: Building a Simple, Reliable, and Effective Evaluative Instrument. In *Congress of the International Ergonomics Association* (pp. 797-803). Springer, Cham.

Education

Master's Degree, Human Factors,
CSU Long Beach,
August 2019 to August 2021