

ROBERT M. HANSON

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HUMAN FACTORS RESEARCH | EXPERIMENTAL DESIGN

PROVEN LEADERSHIP | STRATEGIC VISION | WEB ACCESSIBILITY

Motivated, professional, and bold analytical thinker with a keen focus on human factors, psychological theory, and applied research methodology. Adept at defining vision, developing strategies, and driving continuous improvement. Career track includes contribution to high-performance work cultures with a demonstrated ability to partner throughout all levels of the organization. Consummate professional, and motivated leader, with solid business acumen, skilled interpersonal abilities, and complex problem-solving skills. Effective and proven track record of critical thinking, process improvement, and application of advanced HF theory.

Human Factors Research
Organizational Effectiveness
Policies and Procedures
Psychological Theory
Training / Mentoring

Team Collaboration
Project Management
Documentation Management
Applied Research Methodology
Web Accessibility

User Centered Insights
Usability Research
Relationship Building
Experimental Design
Data Analysis

Professional Experience

CHARLES SCHWAB • Austin, TX • 2018 - PRESENT

Senior Usability Researcher

- Collaborated with a talented team to update company design standards and adhere with W.C.A.G 2.1 accessibility standards.
- Conducted Failure Mode and Effects Analysis on investor facing software to reduce or eliminate unintended or unwanted actions and consequences.
- Oversaw comprehensive cognitive and ergonomic analysis to inform design requirements to better serve clients.
- Developed, implemented, and trained peers on signal detection theory and GOMS analysis of financial products.
- Managed research efforts to identify client, business, and project needs including development of a research plan to address corrective and actionable items.
- Designed comprehensive research programs including qualitative and quantitative analysis of test results providing a strong foundation regarding information architecture, interaction design, and visual design.
- Cemented evaluation and onboarding of third-party research vendors regarding recruitment and consultation.
- Guided a small team of product owners and designers to explore alternative reference points for a new navigation and establish concrete rules regarding the Schwab mobile app resulting in a 20% findability increase from 53% to 74%.

USAA / THE MILLENNIUM GROUP • San Antonio, TX • 2017

Senior Usability Specialist

- Worked directly with a talented and multifaceted team to identify and document user interface requirements.
- Initiated quality process improvements to internal usability and design processes to better maximize quality and minimize time to completion.
- Held direct responsibility for all phases of usability test preparation including test plan development, test plan execution, and report generation with a quick turnaround time.
- Oversaw all identification of needs including development of research plans to address needs.
- Utilized strong analytical skills to present recommendations to business partners and senior leadership.

CLEMSON UNIVERSITY • Clemson, SC • 2013 - 2017

Human Factors Researcher (2013 – 2017)

- Ensured comprehensive review of published psychology literature regarding measurement and effects of belief bias and it's relationship with intelligence, reasoning ability, and psychological dispositions.
- Ensured proper development of research protocols for the measurement of cognitive biases related to established constructs.
- Designed and implemented novel experimental protocols to collect representative behavioral data.
- Held direct responsibility for recruitment, scheduling, and running of psychology research participants for multiple research protocols.
- Interviewed multiple subjects to collect data and analyze human performance.
- Utilized multiple methods including Analysis of Variance, Linear Regression, and Multi-Level Linear Modeling summarize and report findings.
- Trained and mentored a team of undergraduate researchers in the development and analysis of human performance test protocols.

Graduate Teaching Assistant (2013 – 2016)

- Ensured proper preparation and delivery of lectures, homework, and testing for laboratory sections within multiple courses.
- Served as first point of contact and liaison for student inquiries regarding content and policy.

SURGICAL INFORMATION SYSTEMS • Alpharetta, GA • 2015

Human Factors Intern

- Built and updated comprehensive library of static and dynamic design elements based on company style guides.
- Ensured proper evaluation of product task analysis, acceptance criteria, and wireframes to adhere to design and usability principles.
- Effectively refined product interfaces utilizing custom asset libraries, product specifications, and acceptance criteria.

UNIVERSITY OF KANSAS MEDICAL CENTER • Kansas City, KS • 2013

Human Factors Intern

- Ensured comprehensive review of psychology and medical literatures regarding use of high-fidelity simulation in medical training.
- Designed and implemented a simulation based critical care curriculum for small group clinical and large group pre-clinical medical students.
- Programmed and implemented case-based pulmonary critical care scenarios for use by teachers, physicians, and students.

Research and Professional Application

- **TASK BASED CLOSED CARD SORTS – USING AUC SENSITIVITY & SPECIFICITY TO MEASURE NAVIGATIONAL TAXONOMIES**
CHARLES SCHWAB
- **INDIVIDUAL DIFFERENCES IN BELIEF BIAS – CORRELATE TO EVERYDAY INDUCTIVE REASONING ABILITY**
CLEMSON UNIVERSITY
- **ASSESSING REASONING – AN INVESTIGATION OF INDIVIDUAL DIFFERENCES IN EVERYDAY REASONING ABILITY** CLEMSON UNIVERSITY
- **ASSESSMENT ANALYSIS & DESIGN OF LIVING AND LEARNING ENVIRONMENTS**
CLEMSON UNIVERSITY
- **USABILITY AND HEURISTIC EVALUATION OF COMPLEX COMPUTER SYSTEMS**
LMXCONCIERGE.COM
- **ESTIMATING TIME NECESSARY TO SEND TEXT MESSAGE ON CELL PHONES**
CLEMSON UNIVERSITY
- **RELATIONS OF SELF-REPORTED EMOTIONAL PROCESSING TO PSYCHOPHYSIOLOGICAL AND PSYCHOLOGICAL INDICES OF EMOTION REGULATION**
UNIVERSITY OF MISSOURI-KANSAS CITY

Education & Professional Development

CLEMSON UNIVERSITY – COLLEGE OF BUSINESS AND BEHAVIOR SCIENCE |

COMPLETED 72 CREDITS TOWARD MASTER'S DEGREE IN APPLIED PSYCHOLOGY – HUMAN FACTORS

UNIVERSITY OF MISSOURI – KANSAS CITY |

BACHELOR'S DEGREE – PSYCHOLOGY

TECHNICAL SKILLS | SPSS | QUANTITATIVE & QUALITATIVE DATA ANALYSIS | TASK ANALYSIS | AXURE | PYTHON | REDCAP | QUALTRIX
| MICROSOFT SUITES | FIGMA