

THOMAS GLANZ

Empower and enhance meaningful human connections through hypothesis-driven innovation and well-tuned technology

RESEARCH SKILLS

- **Stakeholder Relationships** – Research plan development, stakeholder education, results communication, and ongoing engagement.
- **Quantitative** – Attitudinal and A/B testing, survey design, SUS, NPS, and Kano metrics; experimental design and statistical analysis.
- **Qualitative** – Formative and summative usability expert, training colleagues on usability and interviewing; heuristic evaluations, focus groups, contextual inquiry, field work, process mapping, generative card sorting, interviewing, trend analysis, audio and video highlights production.
- **Software** – Expert user of survey tools (Datstat, Survey Gizmo, Qualtrics), UR recording software (OVO), and MS Office. Experience with SPSS, content-based web management systems, video editing, usertesting.com, biomarkers, introductory R and HTML experience.

RESEARCH EXPERIENCE

Microsoft

Senior User Experience Researcher; prev: UXR, UXR II: Windows Experiences (Experiences + Devices) Group August 2017 – Present

- Highlight: Lead researcher for emerging Windows OS update: product space ownership, stakeholder relationship development and education, research plan management, research insight curation and advocacy, and end-to-end user research techniques.
- Prioritized user needs and risks via meta-analysis of 20 studies and collaboration with partner teams and external flighting data.
- Targeted research with highest impact potential for feature set with imminent release (iterative usability and longitudinal research).
- Partnered with stakeholders to prototype and test new designs based on past insights and known user needs and usability risks.

Microsoft (CompuCom Systems 2013-2015; Aditi Technologies 2015-Present)

User Research Engineer/Specialist with Studios User Research & Windows Experiences User Research August 2013 – Present

- Highlight: HoloLens and Experiences researcher: end-to-end user research for HoloLens, Paint 3D, Remix 3D, and tented projects.
- Executed 40+ mixed-method studies internally (Xbox One, HoloLens, Windows Apps, Microsoft Studios) and for competitive benchmarking.
- Conducted quantitative, qualitative, and heuristic reviews; delivered Kano Model results, SUS, usability metrics, and attitudinal results.
- Delivered user-based outcome tracking throughout product lifecycle with demonstrated usability improvement.
- Business operations: interviewed candidates for peer positions; verified data analysis software; managed forecasting for team.

Psychster, Inc.

User Research Analyst March 2011 – April 2012

- Highlight: Lead special analyst on Microsoft Office Trial Usability: included research design meetings and results communication.
- Led remote interviews, analyzed, and reported findings on website and software usability in verbal, written, and video formats.

University of Washington

Research Assistant, Department of Psychology; 200+ volunteer hours Sept. 2008 – March 2011

- Collaborated on methodology, data collection, analysis, and presentation; coded essay data while accounting for inter-rater reliability.
- Managed participants, administered informed consent and debriefing, and logged participant hours.
- Operated galvanic skin response 'biopac' machine, collected saliva as a biomarker, and utilized Media Lab for data collection.

RELEVANT PAST WORK SKILLS

- **Team** – Research and design team collaboration; strong leadership background in group coordination and reviews.
- **Independent** – Independent researcher and Masters Thesis completion (Psychological Well-Being & Computer-Mediated Communication).
- **General** – Extensive knowledge of current social sciences research, emergent technology, and the social media environment.

RELEVANT PAST WORK EXPERIENCE

University of Chicago: Neighborhood Schools Program

Technology Assistant with University of Chicago Internet Project (CUIP) Nov. 2012 – June 2013

- Computer lab set-up; general technology troubleshooting; teacher and student assistance; strong independent work environment.

University of Washington

Teaching Assistant; Masters of Communication in Digital Media, "Research Strategy and Business Practice" March 2012 – June 2012

- Assisted students with SPSS assignments and research practices; graded assignments and gave project feedback.

Northwest Association for Biomedical Research

Science Education Web Consultant June 2011 – Sept. 2011

- Website design and content migration using Drupal; coordination with Web Services Team to meet launch date goal for www.nwabr.org.
- Reviewed, categorized, and archived science education material and full curricula in a national database.

EDUCATION

University of Chicago

MA Social Sciences; concentration in Psychology, Well-Being, Social Media, and Social Science methodology August 2013

University of Washington

BS Psychology, minors: Japanese and Music March 2009

EXTRAS

- Intermediate knowledge and minor in Japanese.
- Board Member: University of Washington Husky Marching Band Alumni Association. 2011-2012
University of Washington Graduates of the Last Decade Alumni Council (2 terms). 2017 - 2020

TOM.GLANZ@GMAIL.COM • 425.443.6155 • BELLEVUE, WA

WWW.TOMGLANZ.COM