

TROY D. ABEL, UXC, MFA, Ph.D.

Digital Strategist, UX Researcher, Experience Designer

2915 Augusta Drive #D

Denton, TX 76207

Mobile: 563.650.7478

My UX philosophy encompasses six core values: opportunity, goals, behaviors, personas, desired value/experience, and business needs. All must be aligned to create a fulfilling user experience.

Opportunities shape novel solutions, each having a particular set of **goals** in mind. Through observing **behaviors** and conducting research we develop archetypes and **personas** which inform the design of a **desired experience** while also meeting the **business needs**.

My love of teaching helps shape my management style which is one of mentorship, advocacy, and support while championing the process of leveling up my reports.

My specialties in UX Research include mixed methods (qual/quant), eye-tracking, diary studies, usability testing, stakeholder 1-1 & focus group exploratory research as well as participatory design.

EDUCATION

2010 Iowa State University, Ames, IA

Doctor of Philosophy (Ph.D.), Human Computer Interaction (HCI): UX Research methods

Dissertation: Beyond Usability: An Alternative Usability Evaluation Method, PUT-Q2

Major Professor: Roger Baer

2008 Iowa State University, Ames, IA

Master of Fine Art (MFA), Graphic Design: Interaction Design

Thesis: Beyond Usability: A Methodology to Evaluate the Affective Experience of Interaction with e-Commerce Websites

Major Professor: Debra Satterfield

2005 Valparaiso University, Valparaiso, IN

Bachelor of Science in Fine Art (BSFA), Graphic Design and Visual Communication

2004 Valparaiso University, Valparaiso, IN

Bachelor of Arts (BA), Public Relations and Video Communications

TEACHING APPOINTMENTS

2017-2020 University of North Texas, Denton, TX

Assistant Professor, UX Research & Design

2010-2015 Virginia Tech, Blacksburg, VA

Assistant Professor, Visual Communication Design

2009-2010 Iowa State University, Rome, Italy

Associate Instructor, Graphic Design

2005-2009 Iowa State University, Ames, IA

Graduate Teaching Assistant, Graphic Design

PROFESSIONAL PRACTICE APPOINTMENTS*¹

2020-present **Texas A&M AgriLife, Design Coordinator & User Experience Manager**

I lead, mentor, and develop a multi-disciplinary team of (5) direct reports with an additional three (3) dotted line reports in UX research, design, development, and digital prototyping of systems while supporting the AgriLife mission of serving Texans through Agriculture. Daily responsibilities include

- Setting the strategic direction for inbound projects
- Execution of UX Research methods including (but not limited to) 1-1 interviews, usability testing, focus groups, journey mapping, persona creation and development.
- Lead the UX research agenda for products requiring UX Design (web, apps, etc.)
- Translate research findings into actionable insights by providing prioritized recommendations and revealing industry best practices.
- Advocating the adoption of more data and research driven processes across teams

¹ Note: these positions only include my professional industry experience. For a detailed accounting of my responsibilities in higher education, please reach out for my extended CV.

TROY D. ABEL, UXC, MFA, Ph.D.

Digital Strategist, UX Researcher, Experience Designer

2915 Augusta Drive #D

Denton, TX 76207

Mobile: 563.650.7478

2015-2016 **Key Lime Interactive, UX Research Manager & Senior Strategist**

Key Lime Interactive is a Usability & Experience Design consulting firm working primarily in the healthcare, banking, travel, and entertainment industries. As the UX Research Manager & Senior Strategist, I lead and mentored a team of four (4) junior researchers with end-to-end research efforts for large-scale, cross-team strategic initiatives for large Fortune 500 & 100 companies (including Bose, Kaspersky, Citi, Google, and Facebook). Responsibilities included:

- Facilitate product discovery kickoffs to ensure the right problem is being solved and the right teams are involved during the creation of solutions
- Guided junior researchers in user-centered design best practices through trainings, mentorship, and creation of the KLI UX Academy initiative
- Led mixed qualitative and quantitative foundational UX research studies to uncover and understand insights into users' mental models to create data-driven design frameworks and product solutions.
- Actively contribute to the process of identifying and closing new business opportunities.
- Planning and execution of UX research plans, analysis of UX data, creation of UX Reports with design recommendations presented to C-level Suite executives and above
- Pre-sale assistance (preparation of client research plans, etc.)

Additional initiatives: the creation of an internal academy for KLI employees to learn new UX research skills and innovative methodologies, the design and development of a proprietary methodology for persona and journey map creation, and the design and execution of internal organizational research metrics which paired with specific internal KPI's for the organization.

As a Senior Strategist my responsibilities included assisting clients with the visioning of current and future digital systems and touchpoints by leading stakeholders in UX workshops which resulted in high-level, actionable, and measurable plans of execution. Typical organizational strategic research methods utilized include problem identification and analysis, current and future journey mapping, organizational visioning, stakeholder (internal and external) research, uncovering internal roadblocks and potential solutions, persona development and deployment, competitive analysis, SWOT's assessments, and leading idea generation with brainstorming techniques.

2012-present **Key Lime Interactive, Usability Testing Consultant & Strategist**

Key Lime Interactive is a Usability consulting firm working in the healthcare, Banking, Travel, and leisure markets. I actively consulted for Key Lime and my usual assignments were for a large International Banking client based in the US. Current usability methodologies, including eye-tracking, are incorporated into my assignments.

2000- **Total Design Associates, LLC**

Freelance and consulting work including: digital strategy, UX research, and experience design. Highlighted projects and clients include digital strategy development for Warburg, Dillon & Reed (global bank), UX research and human centered design projects completed as a subcontractor of Keylime Interactive which included usability testing and eye-tracking for major clients including Intel and the University of Phoenix. Well versed in front and back-end system development based on solid UX research and strategic insight.

RESEARCH AGENDAS

Most of my research, as demonstrated in my list of selected publications, include UX research and design practices for marginalized and stigmatized populations (a call for more inclusive UX research), the development of new and novel UX research approaches incorporating eye-tracking technology with qualitative and quantitative UX data, and introducing the field of UX research to collaborators from a variety of disciplines which assist them in uncovering pain-points and stakeholder needs/requirements.

My most recent work, a chapter in a UXD book, introduces a novel method of inclusion called the Divergency Model which outlines the need for ethical practices in inclusive UX research. The current majority of UX research is conducted within the populations that fall under 80% of the statistical curve. I believe stakeholders in the remaining 20% have valuable input regarding the design of digital systems. My

TROY D. ABEL, UXC, MFA, Ph.D.

Digital Strategist, UX Researcher, Experience Designer

2915 Augusta Drive #D

Denton, TX 76207

Mobile: 563.650.7478

aim is to lead a call to UX researchers and designers to seek out marginalized and stigmatized populations in their UX work.

SELECTED PUBLICATIONS

- 2020 Abel, T.D., Satterfield D. *HCI & UX Design Education: Principles for Ethical and Responsible Practices in Inclusive UX Research*. Chapter in: *UXD and UCD Approaches for Accessible Education*. Ricardo Mendoza-Gonzalez, Huizilopoztli Luna-Garcia, Dr. Alfredo Mendoza-Gonzalez (Eds.). [Participation 80%]
Published by: <https://www.igi-global.com/>
- 2017 Colombo-Dougovito, A.M., Abel, T., & Kersala, R. Socially-assistive robots and physical activity engagement among autistic youth: The possibilities and limitations. [Participation 45%]
- 2015 Evans, MA., Walker, MAH., Abel, T., McGlynn, M., Norton A. Evaluating Design Patterns for Intentional Learning in Educational Video Games: Identifying a Common Language for Interdisciplinary Collaborations. *The Journal of Applied Instructional Design. Volume 4, Issue 1, 5*. [Participation 20%]
- 2014 Abel, TD., Evans, M. Cross-disciplinary Participatory & Contextual Design Research: Creating a Teacher Dashboard Application. *Interaction Design and Architecture(s) Journal - IxD&A, N.19, 2013, pp. 63-76*. [Participation 80%]
- 2013 McCrickard, D. Scott; Abel, Troy D.; Scarpa, Angela; Wang, Yao. [Collaborative Design for Young Children with Autism: Design Tools and a User Study](#). *Technical Report TR-13-04*, Department of Computer Science, Virginia Polytechnic Institute & State University [Participation: 25%]
- 2012 Winchester, WW., Abel, TD., Bauermeister, J., The use of partner-seeking computer-mediated communication applications by young men that have sex with men (YMSM): uncovering human-computer interaction (HCI) design opportunities in HIV prevention. *Health Systems, Volume 1, Issue 1, 10-18*. (Participation: 40%)
- 2012 Abel, T., *Beyond Usability: PUT-Q2: An Alternative Usability Evaluation Method*. LAP LAMBERT Academic Publishing. ISBN: 3846551015, Book, pp. 184 (Participation: 100%)

PUBLICATIONS (CONFERENCE PROCEEDINGS + PRESENTATION)

- 2019 Abel, T.D. *Beyond Usability: Methodologies and Bias- Surveying the Surveys* (vol. 13, pp. 3-10). Springer. https://link.springer.com/chapter/10.1007/978-3-030-23560-4_1
- 2019 Stutts, S., Kesala, R., Abel, T., & *Colombo-Dougovito, A. M. (2020, May). *Using a Socially Assistive Robot to Engage Children in Physical Activity: An Analysis of "What's Possible" Using a Participatory Design Framework*. Poster at the International Society for Autism Research (INSAR) 2020 annual meeting, Seattle, WA. [Conference canceled]
- 2018 Abel T.D., Satterfield D. The Divergency Model: UX Research for and with Stigmatized and Idiosyncratic Populations. In: Yamamoto S., Mori H. (eds) *Human Interface and the Management of Information. Information in Applications and Services. HIMI 2018. Lecture Notes in Computer Science, vol 10905*. Springer, Cham. https://doi.org/10.1007/978-3-319-92046-7_1
- 2015 McCrickard, D. S., Abel, T., Scarpa, A., Wang, Y., Niu, S. Collaborative design for young children with autism: Design tools and a user study. *2015 International Conference on Collaboration Technologies and Systems (CTS)*. IEEE. <http://dx.doi.org/10.1109/cts.2015.7210418>
- 2012 Abel, T., *Beyond Design Education: Incorporating Eye-Tracking Research into the Traditional Design Studio*. Proceedings of International Symposium: Integrating Research, Education, and Problem Solving: IREPS 2012, Orlando, Florida. (Acceptance 45%)
- 2012 Abel, T., *Design Education: Teaching User Experience Through Packaging Design*. Proceedings of the International Conference on Communication, Media, Technology and Design, Istanbul, Turkey. (Acceptance 50%)
- 2010 Abel, T., *Beyond Usability: A Methodology to Evaluate the Affective Experience of Interaction with E-Commerce Websites*. Proceedings of Measuring Behavior, Eindhoven, Netherlands. (Acceptance 41%)
- 2007 Satterfield, D., Abel, T., *Bedside Manner: developing a methodology for experience design for student health centers*. Proceedings of IASDR (International Association Society for Design Research), Hong Kong. (Participation 30%) (Acceptance 47%)

CONFERENCE PRESENTATIONS & WORKSHOPS

TROY D. ABEL, UXC, MFA, Ph.D.

Digital Strategist, UX Researcher, Experience Designer

2915 Augusta Drive #D

Denton, TX 76207

Mobile: 563.650.7478

- 2019 Abel, T.D., Satterfield, D. *Stigma and Motivation: Using the Divergency Model to Identify Perceived Risk Versus Conformity in UX Research*. 5th International Naples Forum on Service. Ischia, Italy.
- 2018 Abel, T. *Beyond Usability: Making the Case for Idiosyncratic and Marginalized Audience Participation in Mainstream Usability Research*. Presentation. Applied Human Factors Engineering Conference 2018, Orlando, FL.
- 2016 Abel, T., Rodriguez, A. *Customer Journey Mapping: An Introduction*, Workshop, UXPA Seattle 2016, Seattle, Washington. (Participation: 75%)
- 2012 Abel, T., *Idea Market: How do you Teach UX and Usability in your Design Classroom?* International Usability Professional Association (UPA) Conference, Henderson, Nevada.
- 2010 Abel, T., Quam, A., *Experience Design Models- A Compass for Integrating Methodology, Research, and Criteria*. SECAC (Southeastern College Art Conference), Richmond, Virginia. (Participation 50%)
- 2007 Abel, T., *A methodology for evaluating the effectiveness of Pictographic symbol sets for children with language disabilities*. SECAC (Southeastern College Art Conference), Charleston, West Virginia
- 2007 Abel, T., Satterfield, D., *Design for Social Inclusion: New Models of Communication for Children with Language Disabilities*. Cross Cultural Perspectives, Eau Claire, Wisconsin (Participation 70%)

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- 2018 Creative South Participant
- 2018 Big D Design Conference Participant
- 2017 Normal/Nielsen UX Conference Certification- UX Certified**
- 2017 Big D Design Conference Participant
- 2015 Interaction 2015 Conference Participant
- 2015 South by Southwest (SXSW) Interactive Conference Participant
- 2014 Big Nerd Ranch Training: Beginning iOS and Swift Programming**
Big Nerd Ranch Training: Mobile Design and Usability