Darrell Jonathan Penta

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User Experience Researcher

Professional Expertise

- **Designing and conducting studies to help improve user experiences with SAAS platforms, digital devices, and websites**
- **Analyzing quantitative and qualitative data to make inferences about causal and predictive relationships between variables**
- **Producing compelling presentations to communicate research findings to diverse audiences**
- **Advocating for users throughout all stages of product design and development**

Experience

User Experience Researcher   Mar. 2018 – Present
Constant Contact/Endurance International Group   Waltham, MA

- Design, plan, and conduct research to understand, measure, and improve the user experience with Constant Contact's core in-application functionality related to desktop and mobile-based workflows.

- Lead researcher for UX initiatives originating from Voice of the Customer (support) requests.

- Apply quantitative and qualitative research techniques, including: literature reviews, usability benchmarking, controlled experiments, card sorting studies, moderated and unmoderated usability studies, interviews, focus groups, feature audits, and surveys.

- Advocate for users by articulating research-driven observations and insights and by making actionable recommendations in persuasive, engaging deliverables (written reports, slide decks, and videos) for stakeholders, other researchers, and executive team members.

- Inform and validate product decisions and strategies by collaborating in cross-functional teams of product owners/managers, designers, engineers, content strategists, and copywriters.

- Contribute to the UX Research team's internal body of knowledge by identifying, evaluating, and reporting on UX research tools, technologies, and techniques, and by creating R scripts for data analysis.

Research Assistant & Coordinator   Sep. 2012 – Aug. 2017
Pearlmutter Sentence Processing Lab, Northeastern University   Boston, MA

- Conducted experiments to investigate how different types of relationships between representations in the conceptual—lexical network affect human language processing.

- Generated research questions, formulated testable hypotheses, identified appropriate experimental paradigms, and produced testing materials.

- Prepared data for analyses by cleaning, normalizing, transforming, weighting, and aggregating.

- Drew inferences with respect to research questions through statistical testing (ANOVA, T-test, correlation), linear and non-linear regressions, descriptive summaries, and data visualizations.

- Articulated the significance of findings in manuscripts, lectures, poster talks, and grant applications.

- Trained and managed teams of 3-6 researchers.
- Wrote clear, comprehensive instructional and training materials for research participants and assistants, and wrote procedural/reference documents for lab staff.

UX/Communications Consultant   Jun. 2009 – Dec. 2016
Independent Consultancy   Boston, MA

- <u>E la Carte, Inc.</u> Used a variety of research methods to collect qualitative data about restaurant patrons' and employees' experiences with early prototypes of a tabletop ordering/payment terminal for the industry's leading pay-at-table systems provider. Conducted onsite (ethnographic) observations, interviews, and usability research at a busy branch of a national restaurant chain in Harvard Square (Cambridge, MA). Organized and led focus groups with restaurant staff. Summarized key findings in written and oral presentations for the founder/CEO.

- <u>EnglishCentral.com</u> Used competitor analysis and evidence from language acquisition research to improve pedagogical outcomes for a web-based language-learning platform featuring proprietary voice-recognition technology. Proposed several user-facing features for the platform, and worked with designers and engineers to map out strategies for implementing a subset of these features.

- <u>National Consortium of Interpreter Education Centers</u> Conducted interviews and literature reviews to identify potential barriers-to-access for an online repository of educational materials for D/deaf leaners and educators. In collaboration with project manager, developed protocols and best-practices for tagging and annotating data submitted by international scholars of sign language interpreting studies.

- <u>Department of Psychology, Northeastern University</u> Proposed and guided the creation of the Department's internal SharePoint website (start-to-finish). Researched users' preferences for the site's functional requirements via surveys and interviews, and integrated/reconciled these with Department Chair's preferences. Conducted usability research throughout iterations of the site. Prioritized objectives for front-end and back-end developers at various stages throughout the development of the site.

Technologies

Data collection:	MechanicalTurk, SurveyMonkey, Qualtrics, UserTesting, OptimalSort
Data analysis:	R/RStudio, Excel, Matlab, Python, SPSS
Presentations:	R, Adobe Creative Suite, LaTeX, Google Slides, PowerPoint, Keynote
Web, database, scripting:	CSS/SCSS, HTML, regular expressions, MySQL, JavaScript, AppleScript
Productivity tools:	Github, Jira, GSuite, iWork applications, Office Suite

Education

PhD	**Psychology** (Language & Cognition)	Northeastern University
MS	**Psychology**	Northeastern University
MA	**Applied Linguistics**	University of Massachusetts Boston
BA	**English; Psychology—Sociology**	University of Massachusetts Boston