Adam Weinberger

Sr. Quant/Mixed UX researcher | 11 years experience | PhD

Philadelphia PA | adamweinberger90@gmail.com | View my portfolio

Experience

Vanguard — Sr. UX Research Specialist | Mobile App

Aug 23 — Pres. Senior User Experience Research Specialist

Jul 22 — Aug 23 Senior User Experience Researcher

Solve complex and ambiguous problems by applying quantitative & qualitative methods to influence experience & design, strategy and product roadmaps

Communicate data-driven recommendations & insights with storytelling & visualizations to impact: UI, wayfinding, IA, personalization, feature prioritization & marketing strategies

Collaborate with design & content, strategists, data science & product/journey managers in Agile

University of Pennsylvania — Postdoctoral Fellow | Center for Neuroaesthetics

Aug 20 — Jul 22 Investigated experiences of the built environment using surveys & experimentation and delivered findings to key stakeholders, including lead scientists, funding directors & industry executives

Directed team of designers, data scientists & psychologists to build and test architecture design, producing 7 publications and presentations

Georgetown University — Doctoral Researcher | Lab of Relational Cognition

May 15 — Aug 20 Researched learning & creativity using big data & brain-computer interface technologies, leading to 15 publications and 20+ conference presentations

Aligned lab research with dynamic industry trends by building comprehensive information processing pipelines and data repositories

Evidera — Research Associate | Outcomes Research

Jan 13 — May 15 Research Associate

Feb 12 — Jan 13 Research Assistant

Developed foundational qualitative skills through moderated usability interviews and focus groups to identify experiences and priority needs of patients

UX Research Skills

Experimental skills

Survey research & design
A/B testing
Data science & analytics
First-click testing
Card sort
Usability testing
Focus groups
Behavioral science methods

Technical skills

ANOVA & Regression
Factor analysis & PCA
Longitudinal modeling
Timeseries analysis
Graph & network science
Conversant in ML, AI & LLM

Tools & programs

R, MATLAB, SPSS, Bash, etc.
Qualtrics
UserTesting
Optimal Workshop
Jira & Kanban
Figma & Mural

Education

PhD Cognitive Psychology

Georgetown University
Washington, DC
Aug 15 — Jun 20

B.S. Neuroscience

Union College
Schenectady, NY
Sep 08 — Jun 12