Edin Sabic, Ph.D.

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EXPERIENCE

Senior UX Researcher   March 2022 - Present
CrowdStrike   Austin, TX
- ❖ Conducted high-impact B2B cybersecurity research on products at all life cycle stages
- ❖ Leveraged both qualitative and quantitative methods to inform design and business decisions
- ❖ Managed cross-functional partnerships with designers, researchers, engineers, and product managers
- ❖ Streamlined and automated participant recruitment efforts to accelerate research and data collection
- ❖ Defined and owned research roadmaps that prioritized research needs and outlined key deliverables

UX Manager   June 2021 – January 2022
Root Insurance   Columbus, OH
- ❖ Developed and administered 15+ large-scale Qualtrics surveys to assess customer attitudes
- ❖ Led multi-phase research efforts while fostering professional development of mid-level UX researchers
- ❖ Scoped research efforts with Carvana and Root stakeholders for an in-app integrated insurance offer
- ❖ Communicated research insights through presentations, artifacts, data visualizations, and reports
- ❖ Translated business objectives of product, design, and marketing teams to define research efforts

Director of Research   April 2020 – May 2021
Electronic Caregiver   Las Cruces, NM
- ❖ Led a team of healthcare professionals, writers, and designers to conduct user research for older adults
- ❖ Established a 2-week UX research sprint cycle and developed reliable participant recruitment pipelines
- ❖ Spearheaded a partnership with Paracelsus Medical University Salzburg to conduct telehealth research

Product Researcher   March 2019 – March 2020
Electronic Caregiver   Las Cruces, NM
- ❖ Recommended UX improvements to leadership based on in-depth interviews and usability studies
- ❖ Democratized research practice through mentorship of designers and front-end developers
- ❖ Wrote Python scripts to analyze healthcare data and create statistical models using AWS SageMaker

UX Researcher – Summer Internship   May 2018 – August 2018
John Deere   Moline, IL
- ❖ Conducted 30 semi-structured interviews with subject-matter experts to inform user interface decisions
- ❖ Collaborated with designers, engineers, and developers to implement combine automation research

Quantitative Researcher   August 2017 – May 2020
Hearing Enhancement and Augmented Reality Laboratory   Las Cruces, NM
- ❖ Executed 20+ human factors and augmented reality research studies for an NIH Grant ($865,000)
- ❖ Programmed experiments and analyzed behavioral data using Python, MATLAB, and SPSS

Research Assistant   September 2014 – May 2015
The University of Iowa/U.S. Department of Veterans Affairs   Iowa City, IA
- ❖ Organized and supported healthcare research in alleviating post-surgical pain under an NIH grant

EDUCATION

New Mexico State University   August 2015 – May 2020
    Ph.D., Experimental Psychology – GPA: 3.9/4.0; **M.A.,** Experimental Psychology – GPA: 3.9/4.0
    Dissertation: *Eye Movements and Machine Learning: Predicting User Search*
The University of Iowa   August 2010 – May 2014
    B.A., Psychology and German – GPA: 3.3/4.0

SKILLS

❖ Quantitative/Qualitative Research ❖ Experimental Design ❖ Statistics ❖ UX ❖ Python ❖ Data Visualization
❖ Qualtrics ❖ Technical Writing ❖ Figma ❖ Public Speaking ❖ Leadership ❖ AWS Certified ❖ UserTesting