

Gregory Weinstein, PhD

USER EXPERIENCE STRATEGY AND
RESEARCH

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EDUCATION

PH.D., ETHNOMUSICOLOGY
(ANTHROPOLOGY OF MUSIC)

University of Chicago
2003–2013

B.A.

Princeton University
1998–2002

SKILLS

Ethnography
Human-Centered Design
Inclusive Design
Web Accessibility
Usability Testing
Service Design
Information Architecture
Acoustic Anthropology
Public Presentations
Adobe Creative Cloud
Figma
HTML/CSS

I am a User Experience researcher and strategist with more than a decade of human-centered research experience and passions for inclusive design, accessibility, and human-computer interaction.

PROFESSIONAL EXPERIENCE

DESIGN & STRATEGY CONSULTANT

Independent Researcher, Pittsburgh, PA | July 2019–Present

I consult for organizations with a variety of design needs. I draw on a variety of research methods to generate actionable insights tailored to clients' needs. Clients include:

- A grassroots political organization: I conducted interviews and advised senior leadership on strategies to expand their donor base
- A technology startup: I conducted an accessibility audit of the company's mobile app and advised leadership on how to improve compliance and usability

USER EXPERIENCE RESEARCHER, ACCESSIBILITY

Uber, San Francisco, CA | February 2019–June 2019

I led a research project into the transportation needs and pain points of people who are blind or visually impaired.

- Managed complex research logistics, including recruiting diverse research participants and presenting findings to stakeholders across the organization
- Interviewed 15 blind users and observed their transportation practices and use of the Uber app
- Collaborated with colleagues from across company silos to develop actionable solutions to user problems that fit with business priorities
- My research led to hundreds of bug fixes in the Uber app, the implementation of a new accessibility testing protocol, and the formation of an accessibility working group to evaluate and implement accessibility solutions

SEO COPYWRITER AND CONTENT STRATEGIST




Freelance Writer, Portland, OR | May 2018–January 2020

I worked in a variety of industries to assess clients' goals and existing web performance, and then develop content to maximize customer engagement and search engine ranking. Clients included:

- A criminal defense law firm: I created content to explain the legal implications of various charges in plain language, while also strategically deploying SEO techniques which improved web traffic by 15%.
- A transnational translation company: I developed content that represented the broad vision of the company's leadership and focused on themes that fit the company's diverse practice areas

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CUSTOMER EXPERIENCE STRATEGY AND
RESEARCH

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RESEARCH METHODS

Semi-Structured and
Contextual Interviews
Fly-on-the-Wall
Card Sorts
Participatory Recording
Personas
Focus Groups
Journey Maps
Remote Research

LANGUAGES

FRENCH
Intermediate Level
RUSSIAN
3 Years College Level
GERMAN
3 Years College Level

VOLUNTEERING AND SERVICE

Proceedings Coordinator
(EPIC, 2018–Present)
Cat Care and Customer
Service (Humane Animal
Rescue, 2019–Present)
Cat Care and Adoptions
Counselor (Oregon Humane
Society, 2017–2019)
Executive Web Editor
(IASPM-US, 2016–2017)

VISITING ASSISTANT PROFESSOR OF WRITING AND MUSIC
Davidson College, Davidson, NC | August 2014–July 2017

My duties were in three areas: strategic curriculum planning, course design and delivery, and research. Responsibilities included:

- Collaborating with colleagues in the College Writing Program to develop and implement techniques and metrics for evaluating student writing
- Developing courses for the College Writing Program that focused on empathy, understanding audiences, and writing persuasively for resistant readers.
- Conducting ethnographic research with record producers and engineers to learn about how they interact with technology and how they respond to industry economics. I presented research at several international conferences.

PUBLICATIONS

Using Inclusive Research to Promote Inclusive Design: Possibilities and Limitations in a Corporate Environment.

Proceedings of the Human Computer Interaction International Conference 2020
(Springer, forthcoming July 2020)

Hearing through Their Ears: Developing Inclusive Research Methods to Co-Create with Blind Participants

Proceedings of the Ethnographic Praxis in Industry Conference 2019 (Wiley)

Air Flows: Voice, Breath, and Authenticity in Three Recordings

IASPM@Journal Vol 6, No 2 (2016), pp. 117–138