

S BRIAN ZAVALA

Cell: ###-###-#### | Home: Redmond, Washington | [LinkedIn](#)
Email: ##### | Site: www.brianzavala.com

EXPERIENCE.

Microsoft (via Experis), User Research Associate | Redmond, WA (June 2022 - PRESENT)

- *Coordinates with Xbox Research (XR) Operations and Hardware teams to both screen and schedule participants for in-person and remote user research studies.*
- *Facilitates usability and playtest studies, for both researchers and participants, by preparing research labs, configuring game builds, and serving as a solution hub for sudden technical issues.*
- *Routinely cleans 500,000+ unique data observations—across multiple internal programs—to ensure the accuracy of both monthly survey recruitment campaigns and XR Hardware survey findings.*
- *Demonstrates proficiency in analyzing complex quantitative and qualitative datasets through the development of custom coding categories and data visualization techniques.*
- *Provides Alchemer survey-building support via the programming of survey logic and the editing of survey questions needed to guarantee the accuracy of data findings and analysis.*

User Research Coordinator (Aug 2021 - June 2022)

- *Collaborated with XR study researchers to identify target user profiles and design effective email recruitment campaigns for study participation.*
- *Maintained the organization of a 10,000+ participant dataset used to ensure the accuracy of XR participant profiles and future recruitment efforts.*

PROJECTS.

Undergraduate Thesis, Game Dev. Work Habit Study | SLC, UT (Jan 2019 - May 2021)

A quant. and qual. research project that surveyed the work habits of senior game dev. undergraduates.

- *Compiled survey findings into digestible statistical reports and analyses used to communicate study findings to both University Honors and Entertainment Arts & Engineering (EAE) faculty.*
- *Performed study recruitment outreach presentations to 100+ student-filled game dev. courses.*

Senior Capstone, Ballad of the Masked Bandits (Game) | SLC, UT (Aug 2019 - 2020)

A puzzle stealth game about three raccoons in a trench coat pulling off Wild West heists.

Links: [Steam](#) | [Twitter](#) | [Portfolio](#)

- *Used agile frameworks to maintain the task organization of a 14-person student game development team throughout weekly development sprints.*
- *Conducted biweekly usability and periodic playtests, with external-facing participants and subject matter experts, to identify design problems and game-breaking bugs.*

SKILLS.

Methods: A/B Testing, Focus Groups, Heuristic Evaluation, Observations, Think-Alouds, and Surveys

Certificates: [Google Data Analytics](#), [Google Project Management](#)

Software:

- **Adobe CC:** Acrobat, Illustrator, InDesign, Photoshop, Premiere, XD
- **Agile Project Management:** Azure DevOps, HackNPlan, JIRA, Microsoft Project, Trello
- **Survey Creation/Data Visualization:** Alchemer, Excel/Sheets, UserInterviews, R

EDUCATION.

The University of Utah, Salt Lake City (SLC), UT (May 2021, GPA: 3.9, cum laude)

- **Honors B.S., Games (Entertainment Arts & Engineering).** Game design and user research.
- **B.S., Strategic Communications.** Advertising, marketing, and communications research.