

LAURENCE DUMOUCHEL

Quantitative UX researcher and Anthropology Ph.D.



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WORK EXPERIENCE

QUANTITATIVE USABILITY EXPERT (CONTRACTOR) *LinkedIn (via Magnit) - June 2022-present*

- As the only quantitative UX researcher at LinkedIn, I have designed and conducted >50 surveys for user research projects with the goal of informing product decisions across the platform, from social media 'creators' to job seekers
- Lead efforts to build a quantitative heuristics scorecard to streamline design decisions across LinkedIn
- Analyzed Generative AI design patterns
- Methods used via UserZoom and R: Survey (qualitative and quantitative), Statistics, Heatmapping, A/B testing

ASSISTANT PROFESSOR OF ANTHROPOLOGY *Wichita State University | August 2020- June 2022*

VISITING ASSISTANT PROFESSOR OF ANTHROPOLOGY *Indiana University | August 2019- July 2020*

VISITING ASSISTANT PROFESSOR OF ANTHROPOLOGY *George Washington University | August 2018- June 2019*

- UX methods and skills: Industry analysis, Statistical methods, Determining personas, User validation
- Designed and taught anthropology courses, including 'Research Methods'
- Academic research:
 - Methods: ANOVA, Regression analysis, PCA, Chi-Square, Correlations, Data visualization (mostly) in R
 - Outcome: 7 published articles, 16 published abstracts, 14 grants, and awards
- Presented research results at local, national, and international conferences (13)

EDUCATION

PH.D., HUMAN PALEOBIOLOGY, GEORGE WASHINGTON UNIVERSITY

August 2013-August 2018 | GPA 3.92

- Research: human-environment relationship in evolution

MS, ANTHROPOLOGY, UNIVERSITY OF MONTREAL

August 2011-August 2013 | GPA 4.1

- Research: human-environment relationship

BS, ANTHROPOLOGY, UNIVERSITY OF MONTREAL

August 2008-May 2011 | GPA 3.9

- Biological anthropology, archeology, linguistic, and ethnography

SKILLS

- **Quantitative and qualitative** research, including statistical analysis
- **Data collection:** UserZoom, Qualtrics, SurveyMonkey, Doodle Polls, Zoom, Google Forms, Fieldwork
- **Data analysis:** R (Advanced), SQL (Basic), Python (Basic), Excel, Miro
- **Data visualization:** R, GIMP, Microsoft suite, Canva
- **Research logistics:** Obtained \$30,000 in grant funding, Study design
- **Teamwork:** Collaborated with teams to publish research in academic journals
- **Storytelling:** 4 Share-outs per quarter at LinkedIn, Academic lectures, and conferences as a professor
- **Bilingual:** Expert proficiency in English, Native French speaker