

# JO ANN GALOR SISON, Ph.D.

UX/HF Research and Experience Leadership



## EXPERIENCE

### Mixed Methods UX Researcher@ Meta Reality Labs UXR Team (contract)

Magnit | 09.2023 – 06.2024

- Foundational Social Acceptability research on social impacts of Augmented Reality use
- HW Usability/Human Factors studies for AR platform, SW survey evaluations of AR display quality

### Senior Manager User Experience

Johnson & Johnson Robotics and Digital Surgery | 06.2022 – 05.2023

- Scoped and prioritized UX/UI features for SW/HW product roadmap
- Coordinated 2023 UX/UI design sprints to align with SW implementation timeline
- Created and lead JNJ MedTech Design meeting series to increase design presence within the business

### Principal UX Researcher

Johnson & Johnson Robotics and Digital Surgery | 10.2019 – 05.2022

- Conducted UXR determining on-robot and web portal UX for Urology and Bronch platforms
- Content owner and writer for all instructions-for-use on Urology and Bronch platforms
- Interim manager for Monarch UX Team from July 2021 - November 2021

### Principal Human Factors Research Engineer

SF Motors | 08.2018 – 09.2019

- UXR/HF lead researcher supporting HMI Team creation of semi-autonomous driving cockpit

### Senior UX/UI Analyst

Lucid Motors | 08.2016 – 07.2018

- Setup Usability Lab with Driving Simulator for UX research and VR vehicle interior demos and review
- Designed Voice User Interaction flows for communications and media play
- Communicated UX team vision to management and investor stakeholders

### Senior Staff Usability Researcher

VW Group of America Innovation and Engineering Center | 07.2007 – 07.2016

- Administered Major UX clinics (>200 participants, 8 vehicles) on VW & Audi Voice Recognition. Results presented to VWG Board, and provided data for voice recognition supplier ROI improvements
- Conducted on-road Usability studies for Audi AG prototype concepts for infotainment controller

### Postdoctoral Researcher

UC Santa Cruz, Digital and New Media Department | 01.2006 – 06.2007

- Research on use of online discussion forums as means of estimating others' political views

## EDUCATION

Ph.D. in Cognitive Psychology, Dissertation: *Memory Interference for Emotional Materials*  
University of California at Santa Cruz

M.S. in Cognitive Psychology, Master's Thesis: *Item Organization at Encoding and Group Memory*  
University of California at Santa Cruz

B.S. in Cell and Molecular Biology, Dean's List all quarters  
University of Washington

Accomplished UX/HF Researcher seeking roles as an IC or leading research teams. Dedicated to conducting impactful research to guide design, product, and engineering teams to informed decision-making. Methods agnostic, but passionate about finding effective methodologies to gather and interpret data for driving product and design strategies.

## CONTACT

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## SKILLS

### Qualitative UXR

Usability testing

Heuristic evaluations

Contextual inquiry/Ethnography

Focus groups

### Quantitative UXR

Survey construction

Linear regression modeling

Experimental lab methods (repeated measures ANOVA)

A/B testing

### UXD

Voice interaction design

UX workflows

UI and web copywriting

### Human Factors

Eyetracking, biometrics

Driving simulator: Time series analysis

### Tools

R, Python, SPSS, Figma, Sketch

### Miscellany

Beginning Intermediate German (BI)

Piano Accompanist for Stanford

Catholic Community Choir (2017 to present)