Stephen Hassard PhD

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About Me

A UX professional with 12+ years of experience in tackling challenging problems and making creative solutions. I'm a design methods nerd always on the hunt for a new item to add to my design toolbox.

Skills

Design Tools

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Sketch
Axure
Balsamiq
Marvel
UXPin
C++

Design Methods

Customer Journey Mapping
Storyboarding
Participatory Design
Prototyping
Documentation

Research

Usability Testing
Eye-Tracking
Biometric Data
Parametric Statistics
Non-Parametric Statistics
Experimental Design
SPSS
R

Education

PhD Human-Computer Interaction
University College London

**BSc** Computer Science
University of Winnipeg

BA (Hons) Cognitive Psychology
University of Winnipeg

BA Business
University of Winnipeg

Work Experience

2017

Adjunct Professor of Human Factors
University of Kansas

At the University of Kansas I teach Human Factors & Human-Centred Design for the School of Design. The graduate level version of my course is aimed at teaching practicing Interaction Designers the principles of how users interact, both physically and cognitively, with their environment. The undergraduate version of my course focuses on teaching Industrial Designers the principles of human-centered design, and how to leverage those principles for product design.

MENTAL MODELS
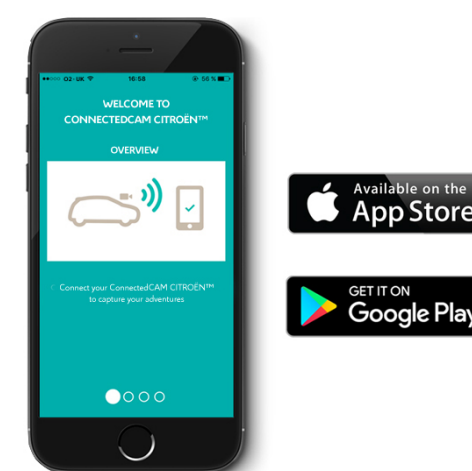
Dr. Hassard
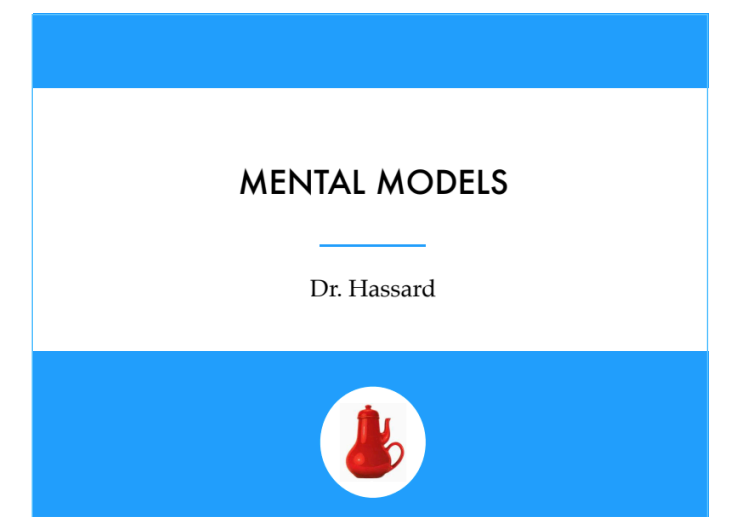
example of lecture

2012

UX Designer - Auto OEM
Garmin International

At Garmin I wear two hats: UX Designer and UX Researcher. As a UX Designer, I am in charge of wearable integration for Auto OEM clients as well the main designer on the design of auto-focused mobile applications. As a UX Researcher, I am in charge of user testing for the AutoOEM segment and run the driver distraction lab, where we test our products against NHTSA & AAM guidelines. My Designer and researcher roles converge when creating our CES concept work, in which we take a kernel of an idea, and convert it into a functioning product.

Driver Distraction Lab   Mobile   Concept Work   Wearables Integration

2011

Founder & Principal Consultant
Hassardous Research

My research group focuses on taking user-centered design principles and applying them to the area of business development. We aim to help small companies and not-for-profit agencies identify and over-come a range of business development issues.

example of work done
for New Media Manitoba

2010 **2012**

Assistant Professor of Human-Computer Interaction
University of Winnipeg

I taught a diverse range of students the basics of Human-Computer Interaction (HCI) ranging from when to use different quantitative and qualitative research methods to answer a range of design questions to how to design and run basic summative and evaluate usability studies.

2006 **2010**

Usability Lab Manager
University College London

As lab manager, I worked with students, researchers, and companies to execute 30+ extensive user studies annually. I was responsible for liaising with external clients, such as Sony and LexisNexis, to determine how our lab could help their needs. Once goals and business needs were established, I conducted the study while mentoring students throughout the study in how to design, conduct, analyze and report a user study.