


Lauren R. Beck, Ph.D.

User Experience Researcher


PROFILE


In all areas of my career, I am focused on improving the total experience of users. Whether these users are students, theatre audiences, or customers, I ask questions, analyze data, and create deliverables to make better, easier, and more meaningful experiences.

CONTACT

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EDUCATION

Ph.D. Interdisciplinary Theatre & Drama, Northwestern University

M.A. Theatre Arts
San Diego State University

B.A. Theatre
University of California, San Diego

SKILLS

curriculum design, design thinking, discussion leading, ethnography, interviews, participatory design, survey design, workshop facilitation, teaching, writing for different audiences and purposes.

EXPERIENCE

UX Researcher (sole researcher) | *Northerly Customs* | Bellingham, WA | 2021

- Conducted heuristic and expert reviews of the business website.
- Designed interviews and usability tests.
- Provided evidence-based suggestions that shaped website design, multichannel customer experience, and branding of the product.

UX Researcher (team member) | *Association for Theatre in Higher Education* | 2021

- Worked on a team of four scholars tasked with improving the organization's website.
- Led participatory design workshop resulting in a new online resource for teachers and a redesigned menu.

University Instructor | *University of New Haven* | West Haven, CT | 2017 - Present

- Designed and taught courses focused on writing, ethnography, research, and project management.
- Solicited student feedback mid-course and made immediate improvements.
- Designed innovative interdisciplinary degree program to meet competing needs of different stakeholders.

Program Coordinator | *University of New Haven* | West Haven, CT | 2020 - 2021

- Led team members to develop new course content, increasing stakeholder satisfaction with iteration.
- Trained instructors in assessment methods.
- Successfully adapted in-person course to online course and 15-week course to 5-week course.

Ph.D. Candidate and Research Assistant | *Northwestern University* | Evanston, IL | 2010-17

- Completed a doctoral dissertation focused on audience interaction with audio-based mobile applications.
- Utilized multiple research methods, including digital ethnography.

Dramaturg | *Northwestern University, San Diego State University, Living Room Playmakers, San Diego Asian American Repertory Theatre* | 2008 - 2016

- Gathered and synthesized research for directors, actors, and designers.
- Designed educational packets, websites, and lobby displays that anticipated audience pain points in understanding and engagement of performances.
- Facilitated post-show talkbacks with artists and audiences.