

Edin Sabic, Ph.D.

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EXPERIENCE

- UX Manager** June 2021 - Present
Root Insurance Columbus, OH
- ❖ Designed and conducted primary research using a diverse range of methods
 - ❖ Collaborated cross-functionally with designers, researchers, and PMs
 - ❖ Prioritized and scoped research plans while aligning with stakeholder needs
 - ❖ Communicated research findings through presentations, artifacts, and reports
 - ❖ Provided guidance for team members and fostered professional development
 - ❖ Developed and administered Qualtrics surveys to investigate customer attitudes
- Director of Research** April 2020 – May 2021
Electronic Caregiver Las Cruces, NM
- ❖ Conducted and defined user-centered research to solve business needs
 - ❖ Led and supervised a team of healthcare analysts, researchers, and writers
 - ❖ Executed task analyses and foundational research to construct user personas
 - ❖ Created efficient team procedures and workflows through an agile philosophy
- Product Researcher** March 2019 – March 2020
Electronic Caregiver Las Cruces, NM
- ❖ Defined research protocols for evaluating product usability and experience
 - ❖ Wrote Python scripts to analyze healthcare data and create statistical models
 - ❖ Analyzed questionnaire and qualitative interview data to produce UX reports
- UX Researcher – Summer Internship** April 2018 – August 2018
John Deere Moline, IL
- ❖ Defined and executed UX research concerning semi-autonomous vehicles
 - ❖ Orchestrated semi-structured interviews with subject-matter experts
 - ❖ Presented experimental results to organizational stakeholders to improve UIs
- Quantitative Researcher** August 2017 – May 2020
Hearing Enhancement and Augmented Reality Laboratory Las Cruces, NM
- ❖ Conducted research in AR speech perception for an SC1 NIH Grant (\$865,000)
 - ❖ Executed 10+ time-sensitive human factors and perception research studies
 - ❖ Programmed experiments and analyzed data using Python, MATLAB, and SPSS
- Research Assistant** September 2014 – May 2015
U.S. Department of Veterans Affairs / PreACT Lab Iowa City, IA
- ❖ Organized and conducted healthcare research in alleviating post-surgical pain

EDUCATION

- New Mexico State University** August 2017 – May 2020
Las Cruces, NM
- Ph.D.**, Experimental Psychology – GPA: 3.9/4.0
- ❖ 12 Publications, 7 Conferences, 5 Research Symposia
 - ❖ Dissertation: *Eye Movements and Machine Learning: Predicting User Search*
- M.A.**, Experimental Psychology – GPA: 3.9/4.0 August 2015 – August 2017
- The University of Iowa** August 2010 – May 2014
Iowa City, IA
- B.A.**, Psychology and German – GPA: 3.3/4.0

SKILLS

- ❖ Quantitative/Qualitative Research
- ❖ Experimental Design
- ❖ Statistics
- ❖ UX
- ❖ Python
- ❖ Data Visualization
- ❖ Survey Design
- ❖ Academic/Technical Writing
- ❖ SPSS
- ❖ Public Speaking
- ❖ Leadership
- ❖ Amazon Web Services Certified

LANGUAGES

English: Native **German:** Intermediate **Croatian:** Intermediate