

Jared Gillespie

USER EXPERIENCE RESEARCHER + DESIGN STRATEGIST

Translating behavioral science into design strategy. 10+ years in education, psychology, and user research—turning complex human behavior into actionable insights for healthcare, wellness, and digital product teams. Skilled in discovery research, usability testing, and data storytelling that drives clarity, trust, and measurable impact.

Healthcare UX Research (PHMC/Penn Medicine): Community trust and communication strategy → \$1.4M outreach investment
Ai Product Research (Exponent) → Gathered user data through at-home field studies & early prototyping for large Ai company
UX Research Leadership (Jefferson University) → Developed and delivered advanced user research curriculum for grad students
Educator → Applied psychology, cross-collaboration lesson goals, project management, and inspirational leadership

CORE SKILLS

Mixed Mixed-Methods Research (Qualitative & Quantitative), Design Strategy, Human Factors

Research Methods: User Interviews, Contextual Inquiry, Surveys, Usability Testing, Validation
Analysis & Synthesis: Dovetail, Thematic Coding, Data Visualization, Insight Communication
Design Strategy: Journey Mapping, Information Architecture, Behavioral Design, Hypothesis Testing
Tools: Figma, Miro, Dovetail, Optimal Workshop, Airtable, Notion, Qualtrics, Excel, Chat GPT, Claude

EXPERIENCE

User Research Moderator 10/2025 – 01/2026

Exponent via Insight Global Recruitment - Philadelphia

- Facilitated field studies and prototyping of an Ai home assistant of over 50 participants.
- Interacted with users in their environment, conducted usability testing, and organized data.

User Researcher 10/2022 – 12/2022

Public Health Management Corporation, Penn Medicine via Jefferson University - Philadelphia

- Led mixed-methods research on community trust following hospital ownership change, uncovering that **90% of residents lacked awareness**, driving a \$1.4M investment in outreach and signage.
- Conducted 25+ in-depth interviews, field studies, and secondary research to map user perceptions and barriers to engagement.
- Synthesized findings in Dovetail and presented a clear, narrative-driven report that brought **clarity and enthusiasm** for problem-solving among stakeholders.

User Research Adjunct Professor 8/2024 – 1/2025

Thomas Jefferson University, Philadelphia

- Designed and delivered a **graduate UX Research curriculum** emphasizing mixed-methods research & AI product research centered around educational applications.
- Elevated course rigor and depth to challenge students, fostering higher engagement and stronger outcomes across teams.
- Mentored 20+ students in user interviews, research synthesis, and insight communication, improving project clarity and delivery quality.

Digital Art Teacher, grades 8-12 8/2015 – 6/2019

Buxmont Academy

- Designed creative curricula across 5 grade levels, combining behavioral science and motivational interviewing to improve engagement and outcomes, strengthened facilitation, communication skills later applied in UX research.

EDUCATION

Master of Science in User Experience and Interaction 2024 GPA 3.94

Thomas Jefferson University, Philadelphia

Trained and practiced with industry experts across 9 projects, including a 6-month thesis project:

- Mixed-Methods UX Research
- Behavioral Science Applied to Design, Cognitive Psychology, Design Heuristics
- Agile Methodology, Collaborative Teams, Product Development Cycles
- Thesis Project: Trust, Behavior, and Decision-Making in Digital Health

Bachelor of Science in Education

Millersville University of Pennsylvania

- Training in psychology, teaching methods, management, design, and leadership

CONTACT

267-394-1020

jaredgillespie@gmail.com

www.jaredgillespie.com

[LinkedIn jared-gillespie-ux](#)