Jared Gillespie

USER EXPERIENCE RESEARCHER + DESIGN STRATEGIST

Translating behavioral science into design strategy. 10+ years in applied psychology, education, and research—
turning complex human data 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
Education UX Research (Jefferson University) → Developed and delivered advanced research curriculum improving student outcomes
Behavioral Design → Applied cognitive psychology to identify barriers and motivators shaping behavior and engagement

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

EXPERIENCE

User Research Moderator– Contract   10/2025 – 01/2026
Exponent - Philadelphia
- Facilitated the collection of user data through field studies and prototyping of an Ai home assistant.
- Interacted with users in their environment, organized collected data, and conducted usability testing.

User Researcher – Contract   10/2022 – 12/2022
Penn Medicine, Public Health Management Corporation, Thomas 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, Sellersville PA
- 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

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