

Jared Gillespie

USER EXPERIENCE RESEARCHER + DESIGN STRATEGIST

10+ years of professional experience in research, teaching, and project management with skills in mixed-methods research, behavioral analysis, taxonomy creation, and data storytelling. Adept at translating insights into actionable strategies that drive human-centered design. Experienced educator and mentor known for bringing clarity, structure, and impact to teams and projects.

CORE SKILLS

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

- User Interviews & Contextual Inquiry
- Usability Testing & Prototyping
- Information Architecture & Taxonomy Development
- Data Analysis & Visualization
- Dovetail & Research Repositories
- Cognitive Psychology & Behavioral Change
- Data Storytelling, Strategic Insights & ROI Tracking

EXPERIENCE

User Research Adjunct Professor 8/2024 – 1/2025

Thomas Jefferson University, Philadelphia

- Planned, taught, and evaluated a graduate-level user research course with 20 students
- Coached students on mixed-methods research- planning, execution, and delivery of an ai-focused product

User Researcher – Contract 10/2022 – 12/2022

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

- A small hospital in Southwest Philadelphia that recently changed ownership was set to expand, yet distrust was high in the community, I discovered key missed opportunities- 90% of residents were in the dark
- My responsibilities: planning objectives around business needs, script writing, coordinating stakeholders/participants, facilitating user interviews, conducting secondary research, performing field studies, organizing data in Dovetail, data analysis, creating synthesis artifacts, and leveraging data storytelling to present stakeholders with insights
- Interviewed, collaborated, and delivered insights with stakeholders from PHMC & Penn Medicine
- Aligned insights with action, outlined ROI, and collaborated on strategic next steps
- Investments into signage (\$1.4 million), additional outreach staff, and new channels of communication

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

Buxmont Academy, Sellersville PA

- Designed and implemented multiple curricula across 5 grade levels, managing planning, project development, collaborations, metric-based assessments, and deadlines
- Applied motivational interviewing, behavior-change psychology to support diverse student needs

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:

- Research planning, user interviews, surveys, tree testing, card sorting, usability testing
- Data analysis, personas, journey mapping, data visualizations, taxonomies, data storytelling
- Cognitive psychology, bias, behavioral change, ux design, heuristic evaluation
- Prototyping, validation testing, information architecture, data-based design strategy

Bachelor of Science in Education

Millersville University of Pennsylvania

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

REFERENCES

Neil Harner, Program Director, Associate Professor at Thomas Jefferson University

neil.harner@jefferson.edu

Mike Begley, Asst. Program Director, Professor at Thomas Jefferson University

michael.begley@jefferson.edu

CONTACT

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