Amber Kaden (Nalu), Ph.D.

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OBJECTIVE

Opportunity to lead, manage, provide insight and contribute to a dynamic, innovative, and results-driven research / design team in a technical industry with a focus on efficient product usability, effective ergonomics, and practical improvements for optimal end-user applications.

SUMMARY OF QUALIFICATIONS

- Extensive research experience in team-oriented projects with focus on consumer products, medical devices, virtual reality, video gaming, and speech recognition software.
- Management / leadership positions earned by initiating innovative problem-solving solutions, establishing team objectives, and meeting project requirements.
- Two secret security clearances held for employment prior to 2006.
- Strong communication and organizational skills.
- Strong ability to prioritize.
- Highly detail-oriented.
- High level of initiative and independent judgment.
- Multimedia packages: Balsamiq, InVision, Photoshop, Illustrator, Director, Flash, Premiere, OpenShot, Blender.
- Programming: Javascript, CSS, XML, Visual Basic, Java, HTML, SPSS.

PROFESSIONAL EXPERIENCE

09/2017 – Present   Amber Nalu Consultancy   San Diego, CA / Grain Valley, MO
Owner / Product Manager / Senior UX HF Researcher - Consultant
9/2020 - Present   Corporate Clients   San Diego, CA / Remote
- Manage business logistics and client needs.
- Formative and summative testing from recruitment to report delivery for medical and consumer products.
- Expert reviewer for documents pertaining to medical products.

9/2020 - 12/2021   Medical: MindFlow Design   San Diego, CA / Remote
- Formative and summative testing with recruiting, moderating, analysis, reporting, and executive / stakeholder presentations for medical consumer products.
- FDA regulation knowledge for medical device usability and human factors - IEC 62366-1.
- Received top client satisfaction ratings from Fortune 150 companies.
- Methods performed included heuristic and expert reviews, contextual inquiry, usability tests, ergonomics, anthropometry / strain indexing, and human factors.
- Documentation written included use specifications, human factors engineering plans, screeners, test protocols, and use case descriptions.

3/2018 - 11/2019   Individual Clients   San Jose, CA
- Reviewed and provided insight toward independent research projects.

7/2019 - 9/2019   Mach49   Menlo Park, CA
- Coached engineering, agricultural, and various client teams to produce research protocols, collect interview data results, and discuss research script iterations.
- Taught recruitment methods, streamlined current processes, and ensured participants were prepared and scheduled for the client team.
- Developed test scripts, hypothesis, interview, and analysis methods built toward a

proven incubation venture product for stakeholder review and funding.

1/2018 - 3/2018   Redshift Digital   San Francisco, CA
- Met with team leads to review research protocols, improve designs based on results, and discuss future research iterations.
- Recruited online, wrote screeners, scheduled, administered incentives, and phone screened research participants.
- Developed test plans, moderated, analyzed data and presented to stakeholders.

9/2017 - 12/2017   DesignMap Inc.   San Francisco, CA
- Created test plans, moderated, analyzed data / journey maps and presented to stakeholders.
- Recruited online and in-person, wrote screeners, scheduled, administered incentives, and phone screened research participants.
- Trained team members on research methods, moderation, notetaking, and recruiting.

12/2022 – 06/2023 Oracle / Cerner   Grain Valley, MO / Remote / In-Office
Principal User Experience / Human Factors Researcher
- Wrote and edited publishable engineering / medical research documentation.
- Mentored junior researchers on research formatted documents, data results presentation, and research analyses.
- Achieved the International Association of Accessibility Professionals (IAAP) certification.

2/2022 – 12/2022   Cerner (EPAM)   San Diego, CA / Grain Valley, MO / Remote
Lead Experience Designer / User Research
- Performed medical device and interface software research.
- Analyzed data statistically with Chi-Square Goodness of Fit and Test of Independence statistical analyses.
- Developed objective persona methods for research and development with the purpose of design and executive knowledge.
- Mentored and trained team members in research methodologies.
- Journey mapping and trend analysis in connection with the design and engineering teams.
- Research plan development, moderation, data collection, analysis, and presentation of medical product designs.

9/2021 – 11/2021   7-Eleven   San Diego, CA / Remote
Research Manager / Trainer - Contract
- Management of research projects, workload for team members, and executive / leadership communication between teams.
- Trained multiple design / product and research teams on an innovative research framework.
- Developed documentation to facilitate communication between teams and stakeholders about the product data.
- Increased budget available by streamlining research software.
- Created / edited test plans, presentations, and analyzed data.

1/2020 – 10/2020   Sony   San Diego, CA / Remote
Senior Human Factors Engineer - Contract
- Performed product expert reviews, competitive analysis, field testing, and reported / presented findings to team members and stakeholders.
- Developed test plans, laboratory observed / moderated, and analyzed data for new and existing technologies.
- Recruited participants, wrote screeners, and scheduled / coordinated the moderation process from initiation to completion.
- Communicated through sign language and text to work with the Deaf and Hard of Hearing community for accessibility projects.

5/2018 – 4/2019   Salesforce   San Francisco, CA
Senior UX Researcher / Trainer - Consultant
- Implemented, mentored, and trained team members, junior researchers, and managers on an innovative 8-step research process to improve research structure within several departments.
- Design thinking methodologies utilized to develop future products.
- Analyzing and synthesizing research findings into personas, journey maps, and actionable insights.
- Transforming data into compelling share outs for executives and stakeholders.
- Moderated studies, networked, and built team connections both locally and remotely.
- Trained teams on user-centered design best practices for product and concept research studies.

9/2015 – 8/2018   Loopback, Inc. - Startup   San Jose, CA
Founder CEO / Product Manager
- Developed a research framework to improve research data collection speed, build team trust in the collection process, and provide greater product data impact.
- Management of the development process from company logistics to design specs to engineering and code requirements.
- Research framework prototype built and ultimately redesigned / redeveloped, and integrated with consultancy.

6/2017 – 8/2017   PayPal   San Jose, CA
Senior User Experience Researcher / Trainer - Contractor
- Brought a new, innovative research system and process to the research and design teams.
- Trained the design and research teams on my system that further influenced marketing and product teams.
- Built test plans and team roadmaps from discovery through launch phases.
- Moderated, ran test sessions, and coached teams on moderation, notetaking, and data analysis processes.
- Delivered insightful results to the design, product, research teams and stakeholders.

11/2015 – 5/2016   Apple   Sunnyvale, CA
UX Research Lead / Trainer - Contractor
- Collaborated with the design team, development team, and stakeholders to define research goals and identify target users for internal tools.
- Engaged the design team and partners throughout research, analysis, and synthesis.
- Created research materials including detailed study plans, screeners, guides, and scripts.
- Communicated with participants to recruit, schedule, and debrief.
- Trained prototypers, stakeholders, designers, researchers, and the greater technical team on a new research framework that improved research speed, built trust in research processes, and brought a collective team vision for the product - increasing product data impact.

8/2013 – 8/2015   Amazon / Lab126   Sunnyvale, CA
Human Factors Scientist / User Researcher
- Worked with Kindle executive team to create a human factors research group.
- Conducted research reviews to develop hypotheses around user adoption issues in Kindle products.
- Performed literature reviews, white papers, team mission statements / goals.
- Developed user test plans, recruited participants, moderated studies, analyzed, and delivered results.
- Created job descriptions and aligned with recruiting for hiring new roles within the team.

- Led prototyping and testing of new ideas across multiple teams (engineering, executive, design, research) and locations.
- Coded in JAVA with engineering teams to produce prototype applications.

10/2012 – 7/2013   GE Global Research   San Ramon, CA

UX Researcher - Contractor
- Coordinated workshops with stakeholders, designers, and researchers to create wireframes for prototyping based on narratives, work flows, and personas.
- Accomplished usability research - needs analyses and persona deep dives for aviation and marine clients in the UK and NY.
- Conducted cognitive walkthroughs once potential tasks were developed to analyze software ease of use.
- Analyzed and gathered articles for literature review of innovative technologies and patent / publishing purposes.
- Brought team members and new hires up to speed with their roles and responsibilities despite being a new employee.
- Recognized and took on a leadership role in absence of an on location supervisor.
- Completed training in Agile and Lean Six Sigma processes.

5/2012 – 10/2012   Raptr   Mountain View, CA

UX Designer / Researcher - Consultant
- Imparted usability analysis to executive staff for the development of new product initiatives resulting in a 30% increase in user engagement.
- Implemented policies around research and usability to improve data collection and overall product performance.
- Utilized Balsamiq Mockups software to create wire frames for website product development by the engineering team.
- Conducted user studies to validate designs and initial concepts for future web pages and software.
- Developed a survey practice that facilitated data collection and analysis for new feature sets.

11/2011 – 4/2012   Electronic Arts   Redwood City, CA

Games User Researcher - Contractor
- Conducted usability / playability and focus group research studies for video game development teams and market research including Star Wars: The Old Republic, Mass Effect 3, Battlefield 3, Crysis 3 and other upcoming titles.
- Setup lab spaces with prototyped builds, surveys, video streaming / recording software, and shelf materials for package test focus group studies.
- Analyzed study data and discussed video game improvements with game team members and executives.
- Presented literature reviews for survey methodologies to department team members.
- Coordinated out-of-state consultancies for improvements on current gaming heuristics.

5/2011 – 8/2011   Amazon / Lab126   Cupertino, CA

User Researcher - Contractor
- Conducted usability / discoverability research studies for new Kindle Touch 3G, Kindle Keyboard 3G, and Kindle Fire, as well as other future designs and devices.
- Recruited participants, setup lab spaces with media equipment, developed task lists, moderated study sessions, wrote topline results and final reports presented to user experience, engineering, software and hardware development teams.
- Analyzed study data and discussed device improvements with company members and directors.
- Coordinated off-site research efforts with outside companies and moderated all sessions on schedule with invited observers.

8/2009 – 3/2011   Old Dominion University   Norfolk, VA

PhD Dissertation
- Cataloged 60 literature review articles based on previous research (OneSAF simulation platform) titled: "Comics as a Cognitive Training Medium for Expert Decision Making," (Military / U.S. Navy Submariner Training).
- Interviewed, hired, and consulted with editor and comic artist.

12/2008 - 8/2009   Old Dominion University   Norfolk, VA
Research Assistant
- Corresponded with U.S. ARMY commanders and Advanced Anti-Terror Technologies Inc. (A2-T2) for *Defense Advanced Research Projects Agency* (DARPA) funded OneSAF simulation platform under Dr. James P. Bliss.
- Developed comic artist duties and requirements for a hiring advertisement and presented the final client out of 35 applicants to the research team for hire.

12/2005 - 12/2008   Old Dominion University   Norfolk, VA
Research Assistant
- Initiated the specific statistical design used to collect and interpret human error data in Virtual Operating Room (VOR) studies under Dr. Mark Scerbo.
- Coordinated meetings with surgeons and nurse anesthetists from the Eastern Virginia Medical School (EVMS) to perform task analyses necessary for the VOR.
- Monitored and operated experimental studies, compiled survey and computer coded data of 20 medical resident participants for VOR statistical analyses.
- Wrote and published article focusing on personality characteristics for virtual agents in a VOR that was presented at four separate conferences including 2007 Human Factors and Ergonomics Society (HFES), 2007 ModSim World Expo, 2008 Virginia Modeling, Analysis and Simulation Center (*VMASC*), 2008 Modeling and Simulation in Nursing Workshop totaling more than 4,000 attendees.

8/2005 - 12/2005   Old Dominion University   Norfolk, VA
Teaching Assistant
- Prepared classroom presentations, taught 35 Psychology 318 (Undergraduate Research Methods) students, and arranged student meetings for additional assistance.
- Read student research papers, checked for required material and contextual flow, recorded scores, and reported final grades.

EDUCATION
2011   Old Dominion University   Norfolk, VA
PhD – Human Factors Psychology
Emphasis in Human-Computer Interaction

2006   California State University, Northridge   Northridge, CA
MA – Human Factors and Applied Psychology

2000   University of California, San Diego   La Jolla, CA
BA Interdisciplinary Computing and the Arts Major

AWARDS & PATENTS
- International Association of Accessibility Professionals (IAAP) Certification - Fast Track to Accessibility for Designers - Issued by Deque University, June 2023
- Recognized for outstanding achievement in the 2008 *VMASC* presentation of personality characteristics for virtual agents in a VOR.
- Running Canine Shoe with Specialized Molded Foam and Rubber Shape with attached Sock and Adjustable Webbed Eyelets. Patent date: Filed Oct 20, 2019 Patent issuer and number: us Amber Nalu - 166254. Patent description: A canine shoe includes a sole that is molded and a curved tail from the back of the sole. An insole on the interior of the sole is meant for comfort and to protect the paw from environmental conditions

and movement impact. Webbed eyelets and a sock are attached to the shoe and intended to be used with a shoelace to retain a dog's paw within the shoe once the paw is inserted.
- 4 Prototype Patent Applications - Lab126. Patent date: Filed Mar 26, 2015 Patent issuer and number: us Lab126. Patent description: Amazon Lab126 Fire Phone 3D capabilities.

PUBLICATIONS / PRESENTATIONS

Nalu, A. & Bliss, J. (2011). Comics as a Cognitive Training Medium for Expert Decision Making. *Proceedings of the Human Factors and Ergonomics Society 55th Annual Meeting*. Las Vegas, NV.

Scerbo, M., Garcia, H., Belfore, L., Weireter, L., Rushing, G., Jackson, M., Baydogan, E., **Nalu, A.**, & Newlin, E. (2009). A Virtual Operating Room for Surgical Teams. *The 9th International Meeting on Simulation in Healthcare*. Orlando, FL.

Nalu, A., Scerbo, M., & Weireter, L. (2008). Individual Personality Characteristics for Virtual Agents in a Virtual Operating Room. *The 2nd Annual Virginia Modeling, Analysis and Simulation Center (VMASC) Capstone Conference*. Suffolk, VA.

Scerbo, M., Belfore, L., Garcia, H., Weireter, L., Jackson, M., Baydogan, E., **Nalu, A.**, & Newlin, E. (2008). Creating a Virtual Anesthetist for a Virtual Operating Room. *Modeling and Simulation in Nursing: Partners in M&S Education Workshop*. Suffolk, VA.

Nalu, A., Scerbo, M., & Weireter, L. (2007). Individual personality characteristics for virtual agents in a virtual operating room. *Proceedings of the MODSIM World 2007 Conference and Exposition*. Virginia Beach, VA.

Scerbo, M., Belfore, L., Garcia, H., Weireter, L., Jackson, M., **Nalu, A.**, Baydogan, E., Bliss, J., & Seevinck, J. (2007). A Virtual Operating Room for Context-Relevant Training. *Proceedings of the Human Factors and Ergonomics Society 51st Annual Meeting,* (507-511). Baltimore, MD.

Scerbo, M., Belfore, L., Garcia, H., Weireter, L., Jackson, M., **Nalu, A.**, & Baydogan, E. (2006). The Virtual Operating Room. *Proceedings of the Interservice/Industry Training, Simulation & Education Conference (IITSEC)*. Arlington, VA.

SKILLS

Miro, Figma, Wix, Qualtrics, SurveyMonkey, UserTesting / UserZoom, Card Sorting, AB Testing, Content Creation, Customer Engagement, Product Planning, Project Management, Interpersonal Skills, Educational Technology, Cross-functional Team Leadership, Product Road Mapping, Data Analytics, Data Visualization, Statistical Analysis, Computer Science, UX Research, Product Research, Qualitative / Quantitative Research, Accessibility, Coaching & Mentoring, Research Methods, HTML, Java, Flash, Visual Basic, Photoshop, User Experience, User Interface Design, Wireframes, Usability, Task Analysis, Human Factors, Persona, XML, Interaction Design, Human Computer Interaction, 3D Modeling.