Meisha Berg | User Experience Researcher

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Objective: Apply my passions for people and human-centered design and to enhance the user experience of individuals as they work to achieve their goals.

EDUCATION

Masters of Science — 2015
Human-Computer Interaction
Mechanical Engineering
Iowa State University

Bachelors of Science — 2011
Mechanical Engineering
Iowa State University

TECHNICAL SKILLS

Methods	Software
Contextual Design	Axure RP
Focus Groups	InVision
Interviews	Java
Personas	Sketch
Surveys	OmniGraffle
Task Analysis	Python
Usability Testing	WordPress

SERVICE

The Parent Network — 2020 - 2021
Community Pillar Representative

Society of Women Engineers — 2015 - 2016
Regional Conference Coordinator

HCI Student Group — 2012 - 2013
Treasure, Activities Coordinator

EXPERIENCE

Senior User Experience Researcher — 2017 - Present
3M *Saint Paul, Minnesota*

- Lead stakeholders in requirements gathering to determine effective research strategies for collecting data.
- Plan and execute research through various primary and secondary research methods in order to evaluate and validate designs.
- Manage relationships with external vendors to as well as instituting new contracts and negotiating existing agreements.
- Facilitate communication between contributors with varied backgrounds to ensure shared understanding of goals.

User Experience Design & Research — 2015 - 2017
Sandia National Laboratories *Albuquerque, New Mexico*

- Collaborated with cross functional teams of 3-20 across multiple projects to create impactful user experiences for numerous applications.
- Planned and executed team building events to cultivate cohesive team dynamics and enhance workplace atmosphere.
- Designed, evaluated, and improved interactive mockups using Axure RP and Balsamiq mockups.
- Lead multiple team projects by managing stakeholder objectives, requirements, and deadlines using the Agile (Scrum) methodology.

Human-Computer Interaction Research Assistant — 2009 - 2015
Iowa State University *Ames, Iowa*

- Investigated the use of virtual reality in engineering design education, interdisciplinary collaboration, and communication.
- Guided a team of undergraduate students to plan and conduct a series of researc studies exploring methods for facilitating collaboration.
- Studied the effect of cognitive style on design thinking and flexibility with design and engineering students.
- Engaged industry professionals and multidisciplinary design instructors to implement VR in undergraduate design classrooms.

SOFT SKILLS

Problem Solving	Active Listening	Presenting
Adaptability	Time Management	Planning
Collaboration	Organization	Teaching

INTERESTS

Data Visualization	List-Making	Reading
Collaboration	Painting	Running
Ideation Tools	Interaction Design	Usability