



Miriam (Gerver) Donath
Design UX Researcher & Advocate

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I have been in various forms of User Experience and user advocacy for the past 18 years, including survey design, market research, and now User Experience research. The thread throughout my career has been my ability to ask the right questions at the right time to get insightful answers from both stakeholders and research participants, in order to design the best possible products.

Proficient in software such as InVision, Axure, Balsamiq, Camtasia, Morae, Ovo Studios, DScout, Optimal Workshop, Qualtrics, Confront, SharePoint, AirTable, and team collaboration platforms such as Slack and Trello. Basic knowledge of Adobe Illustrator, Photoshop, and InDesign; Principle; Sketch.

PROFESSIONAL EXPERIENCE

Altice USA (formerly Cablevision)

Senior UX Researcher

Bethpage, NY

August, 2014 – Present

Plan, conduct, execute, and report on all UX Research for a 12,000+ person company, including:

- ▶ product websites
- ▶ mobile apps
- ▶ cable TV UI
- ▶ devices (e.g., TV remotes, modems & routers, smart speakers).

Lead effort across the international organization to develop and share research artifacts, such as interview recordings and result documentation, in consistent, actionable, and easy to understand ways across all locations (US, Portugal, and France). In addition, set up the UX research physical facility, which includes a participant room that has a TV viewing area and a desktop area, to approximate home settings, and an observer room.

Merck Pharmaceuticals

UX Lab Manager/Researcher

Rahway, NJ

March, 2013 – July, 2014

Conducted user research on internal Merck websites and applications (mobile and web), establish protocols and ad-hoc innovative Agile solutions for the UX lab and ensured that the UX Lab was fully functional.

JP Morgan Chase

User Experience Research Intern

Jersey City, NJ

July, 2012 – February, 2013

Provided survey research guidance, assisted with usability study administration, and lab set-up.

AXA Equitable

Market Research Manager

New York, NY

September, 2011 – June, 2012

Managed survey research conducted with Third Party Advisors to measure brand image, aided and unaided advertising and brand awareness, and customer satisfaction.

VS Research

Director of Quantitative Services

Hackensack, NJ

October, 2010 – June, 2011

Managed survey research for packaging and advertising consumer insight studies in the areas of consumer packaged goods and pharmaceuticals.

U.S. Census Bureau
Response Improvement Research Staff Suitland, MD
 Usability Researcher & Survey Methodologist February, 2008 – September, 2010
 Managed and conducted usability testing and cognitive walkthroughs with companies throughout the U.S. in order to improve the interface design, effectiveness, and efficiency of the Census Bureau's online and paper business surveys.

- Managed research, from start to finish, and lead client meetings on research.
- Wrote findings and recommendations reports based on research results.
- Provided cognitive and heuristic evaluations of data collection instruments.

Synovate Tysons Corner, VA
 Study Director June, 2007 – January, 2008
 Was responsible for project management, statistical analysis, survey design, report writing, and qualitative interviewing for government and non-profit clients.

The Cabezon Group, Inc. Rockville, MD
 Evaluation Manager June, 2006 – May, 2007
 Designed and implemented an evaluation and outreach program for the Department of Homeland Security's Assistance to Firefighters Grant Program.

- Created and managed all qualitative research, including conducting focus groups and individual interviews with peer reviewers, subject matter experts, and fire fighters.
- Designed, tested, and conducted an online survey, and provided results, including statistical analysis, tables, and graphs, for finding and recommendations reports and meetings with federal staff.

U.S. Census Bureau
Establishment Survey Methods Staff Suitland, MD
 Graduate Assistant Contractor September, 2005 – May, 2006
 Provided consultation and assistance with User Experience (UX) research on data collection instrument development of economic surveys at the U.S. Census Bureau.

- Conducted usability interviews with establishments, in order to improve the effectiveness and efficiency of the 2007 Economic Census.
- Summarized results of interviews and integrated and analyzed all information for reports based on interview results aimed at reducing respondent burden, identifying areas for improvement, and planning and re-developing the 2007 Economic Census.

American Institutes for Research Washington, DC and Baltimore, MD
 Data Manager/Research Associate September, 1999 – July, 2005

- Coordinated the accomplishment and management of the various phases of the federally sponsored evaluation activities, such as data entry, editing, and analysis.
- Developed data collection forms and contact database to track students using Microsoft Access.
- Set up data collection specifications such as data entry screens and paper data collection instruments, and supervised data entry done by research assistants.
- Provided ongoing training to research assistants about how to use software.

EDUCATION

Bentley University - Graduate School of Business Waltham, MA
 M.S. in Human Factors in Information Design December, 2013

University of Maryland College Park, MD
 M.S. in Survey Methodology with Social Science Concentration May, 2006

Brandeis University Waltham, MA
 B.A. in Psychology / Minor in Near Eastern & Judaic Studies May, 1999

ARTICLES & PRESENTATIONS

- Donath, M. (June 19, 2018) Database & stakeholder display of design research results. UX Collective.
Retrieved from <https://uxdesign.cc/database-stakeholder-display-of-design-research-results-aca7f6150525>
- Donath, M.L. (October, 2016; February, 2013; March, 2012). More to Surveys than Statistics: Dos and Don'ts of Survey Design. Bentley University Human Factors and Information Design Organization seminar. Presented remotely.
- Donath, M., Bateman, L. (2015). Studying UX Online: Advantages, Difficulties, and Best Practices. User Experience Magazine, 15(2).
Retrieve from <http://uxpamagazine.org/studying-ux-online/>
- Donath, M.L. (June, 2014). UX of Airports: Everything but the Flight. Poster Presentation at the 2009 User Experience Professionals' Association Conference. London, United Kingdom.
- Chakravarti, N., Donath, M., Huggins, B., & Stevens, S. (December, 2013). Snipp: A Social Learning App. Human Factors and Ergonomics Society – New England Chapter. Invited Presentation.
- Gerver, M.L. & Segal, V. (May, 2011). Dear Diary: Improving Data Quality and Creating an Engaging Experience through Video. Paper Presentation at the 2011 American Association for Public Opinion Research Conference. Phoenix, AZ.
- Gerver, M.L. (May, 2010). Usability of E-Government Web Forms Around the World. 40 Minute Presentation at the 2010 Usability Professionals' Association Conference. Munich, Germany.
- Gerver, M.L. (May, 2010). Best Practices Learned from Usability as Displayed in Census Bureau Forms for Establishments. Presentation at a Usability Professionals' Association DC Chapter Census Bureau Event. U.S. Census Bureau Headquarters. Suitland, Maryland.
- Gerver, M.L. (April, 2010). The Importance of Questionnaire Pretesting and Web Application Usability Testing. U.S. Census Bureau Governments' Division Research & Methodology Seminar. U.S. Census Bureau Headquarters. Suitland, Maryland.
- Gerver, M.L. (June, 2009). Observers in the Field: Logistics and Guidelines for Usability Testing in Businesses and Institutions. Poster Presentation at the 2009 Usability Professionals' Association Conference. Portland, Oregon.
- Anderson, A. & Gerver, M.L. (2009, March & October). The Mode as a Source of Measurement Error. Part of the Survey Design Principles class offered through Econ University, an internal Census Bureau forum for continuing education. U.S. Census Bureau Headquarters. Suitland, Maryland.

VOLUNTEER EXPERIENCE

- Bentley University Master's Mentorship Program** February, 2017 – Present
UX Mentor Remote
Provide current master's students with guidance related UX research and design work and resources, transitioning from public to private sector employment, helping make connections to potential UX job opportunities.
- Assess UXPA conference submissions, participate in technology-based competitions (e.g., hackathons), write UX articles, etc.** September, 2009 – Present
Remote & In-Person
- NYC UXPA** March-September, 2017
Mentor Remote
Mentored a New York City UXPA member as she transitioned from the field of academic ethnography to UX research in the industry. Activities included resume and portfolio review, sharing resources for prototyping, and helping her make connections to potential UX job opportunities.