Cory Lebson, M.B.A., M.A.

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Background

Starting in 1994, I progressed from a junior UX research consultant role to that of director / senior consultant focused on leading projects, managing small teams, and helping with corporate decision making.

Since 2008, I have continued my UX journey as a principal research consultant and small business owner, leading projects for a variety of clients and managing small teams of staff and contractors.

Who am I?

- **Experienced user research practitioner** with three decades in the field and **keen business skills**
- **Knowledgeable consultant** who has worked with 150 organizations
- **Manager of staff and projects** with routine success at management of time, scope and budget
- **Dynamic trainer, presenter and frequent speaker** to audiences of all types (recent talks)
- **Prolific writer** and author of *The UX Careers Handbook Second Edition*
- **A frequent work traveler who enjoys variety** of place, of people, of backgrounds and of activities
- **Builder of UX community** (and past president of UXPA International) with a massive global UX network

    → Learn more at Lebsontech.com and via my LinkedIn Profile.

Experience

Lebsontech LLC   2008 - Present | *Principal UX Research Consultant*

A typical Lebsontech project includes 2 staff members with a range of 1 to 5 people (including management of Lebsontech staff, contractors and sometimes client staff). A typical project-based contract often includes $15,000 - $40,000 for labor hours with contracts ranging in size from about $1,000 on the lower end to a little over $1 million for a multi-year effort.

Research
→ **Preliminary research / requirements gathering**: interviews, documentation reviews, competitive analyses
→ **Exploratory research** such as ethnographic studies and contextual inquiries
→ **Usability testing** anywhere (in-person or remote) at any point in the development process
→ **Focus groups** related to websites and technology
→ **Agile (and SAFe-Agile) lean research** working within a Scrum framework
→ **Card sorts** including both online and offline efforts, creation and analysis of dendrograms
→ **Survey design and analysis of data** (including powerful Excel skills plus some use of statistical software)
→ *Report findings and design recommendations as slides, docs, videos, personas, journey maps & meetings*

Evaluation and Strategy
→ **Design critique workshops & expert reviews:** usability, information architecture, content analysis
→ **Accessibility** (W3C WCAG and Section 508) reviews and training (DHS Trusted Tester Certification)
→ **Strategy meetings** as well as informal strategic discussions

Training, Mentoring, and Hiring Support
→ **Classroom training and talks** about topics related to both methods and careers
→ **Staff mentorship** with hands-on training and long-term guidance and support
→ **Support of UX hiring** by defining needs and positions, developing job descriptions and reviewing candidates
→ **Creation, facilitation and promotion of events** – both public and private

K12, Inc.   2007 - 2008 | *Director, Usability & Market Research*

- Managed staff and external vendors
- Advocated for usability and user research throughout the company
- Oversaw research studies of distance learning products
- Drafted RFPs and managed vendors for satisfaction surveys that required third-party validation
- Involved with all aspects of survey design, implementation, analysis and reporting

CSC Consulting   2007 | *Senior Consultant & Usability Engineer*

- Full-time on a 6-month contract to convert TN3270 "green screens" into a web-based enterprise application.
- Managed user experience activities for "batch processing" portion of project including regular meetings with business and architecture teams, requirements gathering, heuristic reviews, and iterative wireframe creation.

UserWorks, Inc.   2004 - 2007 | *Director & Senior Usability Consultant*

- Started in 1994 as undergraduate intern, then functioned as staff human factors engineer, and later as a contractor before coming back full-time from 2004-2007; contracted usability projects since 2008
- Managed projects involving user research, information architecture, SEO and web analytics
- Member of the management team: company operations, client relations and business development
- Responsible for internal IT operations: management of IT team, usability labs and staff support
- Developed and managed 40,000-person recruitment and reminder system

User Experience Professionals Association (UXPA) Volunteer Leadership

- **UXPA International: President, 2014** (Board member, 2012 – 2014) Responsible for strategic planning, board management, budget oversight, outreach to other organizations and conference planning.
- **UXPA DC Chapter: President, 2010 – 2012** (Board member, 2009 – 2013) Responsible for management of board, volunteers, events, social media and membership. Heavily involved with UserFocus conference planning.

Education

- **Master of Business Administration (M.B.A.)** – University of Connecticut – 2001
  Areas of interest: Management of technology and marketing
- **Master of Arts in Sociology (M.A.)** – University of Connecticut – 1999
  Areas of interest: Quantitative/qualitative research methods, technology and religious demography
- **Bachelor of Science (B.S.) with Honors in Psychology** – University of Maryland Honors Program – 1994
  Areas of interest: Research methods and human factors

→ Want more?

- **Lebsontech.com** including links to written and video content as well as speaking engagements
- **My LinkedIn Profile** including recent posts