



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

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### Background & Objective

The latter half of my first decade as a UX consultant was as a **director focused on leading research projects, managing small teams of researchers, and helping with corporate decision making.**

**My second decade continued my efforts as a principal UX 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 over two decades in the field and **keen business skills**
- **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** ([recent publications](#)) and author of [The UX Careers Handbook](#)
- **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

### 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.

**Lebsontech has remained extremely profitable with exceedingly low operating costs** as I have leveraged my business and financial acumen.

#### Typical UX-related activities include:

- **Strategy meetings and design workshops** as well as informal design discussions
- **Design critique workshops and expert (heuristic) reviews:** usability, information architecture, mobile/responsive display, content analysis, search engine optimization (SEO), web analytics
- **Preliminary research and requirements gathering:** interviews, documentation reviews, competitive analyses
- **Exploratory research** such as ethnographic studies, contextual inquiries, cognitive walkthroughs
- **Usability testing** anywhere (in-person or remote) at any point in the development process
- **Accessibility** (W3C WCAG 2.0 and Section 508) reviews and training (DHS Trusted Tester Certification)
- **Focus groups** related to websites and technology
- **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)
- **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 public and private UX-oriented events

→ Explore details on longer-term Lebsontech clients and projects via my [LinkedIn profile](#).

**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

**Recent Publications (Book, video trainings and articles from 2016 - 2018)**

- **Book:** *The UX Careers Handbook*. New York: CRC Press (Taylor & Francis Group), 2016.
- **Video training:** “Strategies for Successful Freelancers.” *Lynda.com / LinkedIn*, 2017.
- **Video training:** “Freelancing and Consulting in User Experience.” *Lynda.com / LinkedIn Learning*, 2017.
- **Video training:** “Planning a Career in User Experience.” *Lynda.com / LinkedIn Learning*, 2016.
- **Co-written article:** “Working with External User Researchers: Part II.” *A List Apart* April 17, 2018.
- **Co-written article:** “Working with External User Researchers: Part I.” *A List Apart* January 16, 2018.
- **Article:** “AI Bots and User Research: Adapting Our Methods.” *UX Magazine* June 2, 2016: Article No. 1630

→ Also see [an expanded list of over 100 presentations and articles](#) as well as [my LinkedIn Articles](#).

**User Experience Professionals Association (UXPA) Volunteer Leadership**

- **UXPA International: President, 2014** (Board member, 2012 – 2014) Responsible for strategic planning, management of board, budget oversight, outreach and coordination with other organizations and conference planning.
- **UXPA DC Chapter: President, 2010 – 2012** (Board member, 2009 – 2013) Responsible for management of board, volunteers, events, website, social media and membership. Also, heavily involved with UserFocus 2010, 2011 and 2012 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 and 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? Review [tweets @corylebson](#), [Google me](#), [see Lynda.com](#) or find some [YouTube videos](#)

## Complete List of Organizations that I've Worked With: 1998 - 2019

### Commercial & Financial

Apple Federal Credit Union  
 Aquent  
 Arbitron  
 Avid Technology  
 Barco Products  
 BBNA  
 Citibank  
 Consumers' Checkbook  
 CVCertify  
 eBay  
 Ernst & Young  
 Estee Lauder  
 Facebook  
 Fast Enterprises  
 GlobalSpec  
 Google  
 Intel  
 JobOn  
 Kodak  
 Lockheed Martin Desktop  
 Louis Berger Group  
 Optical Society of America  
 Porch.com  
 Propark America  
 Provide Commerce  
 Realized Financial Solutions  
 Rosetta Stone  
 Simplicity Wirefly  
 Sonata Systems  
 Sprint  
 Time Warner Cable  
 Tiffany and Co.  
 Toyota  
 Vencore  
 Verizon Business Services  
 Visa  
 Wittman, Inc.

### Non-profit & Educational

AARP  
 Airline Tariff Publishing Co. (ATPCO)  
 American Immigration Lawyers Association  
 American Chemical Society (ACS)  
 American Psychological Association (APA)  
 American Society of Clinical Oncology  
 Berman Jewish Policy Archive @ NYU  
 Editorial Projects in Education  
 George Washington University (GWU) Libraries  
 Johns Hopkins University Press  
 K12, Inc.  
 Leading Age  
 National Association of REITs (NAREIT)  
 National PACE Association  
 NatureServe  
 Neighborworks America  
 Nemours  
 North American Jewish Data Bank  
 Optical Society of America  
 Thrivent  
 University of Connecticut  
 University of Connecticut Health Center  
 University of Connecticut Law School  
 Viridis Learning  
 University of Hartford  
 Words & Numbers

### Agencies / Consulting

Alliance Project Group  
 Ambit Group  
 American Institutes for Research  
 AnswerLab  
 Aquent  
 Artemis Consulting  
 Bixal  
 Brilliant Experience  
 CACI  
 CollabraLink  
 CSC Consulting  
 Design for Context  
 Digital Management  
 Digital Workplace Group  
 Eureka Facts  
 Eye Street Solutions  
 Fifteen Four  
 Fors Marsh Group  
 INADEV  
 IQ Solutions  
 Key Lime Interactive  
 Limina Application Office  
 Mad\*Pow  
 Motivate Design  
 Navigation Arts  
 Northrop Grumman  
 Precision Dialogue  
 Rock Creek Strategic Marketing  
 Saatchi & Saatchi  
 Ukeles Associates, Inc.  
 Ultra Testing  
 UserWorks, Inc.  
 Westat  
 Woodbourne Solutions  
 Yudrio

### Federal and State Government

Agency for Healthcare Research and Quality  
 Bureau of Economic Analysis (BEA)  
 Bureau of Labor Statistics (BLS)  
 Centers for Medicare and Medicaid (CMS)  
 City of Arlington, VA  
 City of Louisville, KY  
 Department of Defense (DoD)  
 Department of Homeland Security (DHS)  
 Department of Labor (DOL)  
 Federal Bureau of Investigation (FBI)  
 Federal Emergency Management Agency (FEMA)  
 Food and Drug Administration (FDA)  
 Internal Revenue Service (IRS)  
 Library of Congress (LOC)  
 Montgomery County, MD  
 National Aeronautics and Space Administration (NASA)  
 National Cancer Institute (NCI)  
 National Institute of Allergy and Infectious Diseases (NIAID)  
 National Institute of Child Health & Human Development (NICHD)  
 National Institute of Standards and Technology (NIST)  
 National Library of Medicine (NLM)  
 National Park Service  
 Nuclear Regulatory Commission (NRC)  
**States of:** Alabama | California | Colorado | Connecticut | Georgia  
 Illinois | Indiana | Massachusetts | Michigan | Mississippi | Montana  
 Nebraska | New Mexico | New York | Oregon | South Carolina  
 Substance Abuse and Mental Health Service (SAMHSA)  
 United States Army  
 United States Department of Agriculture  
 United States Department of Education  
 United States Patent and Trade Office  
 US Courts