# Colby Geary

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## SUMMARY

UX researcher and designer with an M.S. in Human-Computer Interaction from RIT and hands-on experience designing and executing mixed-methods studies. Skilled in study design, usability testing, and turning findings into actionable design recommendations. Currently leading a freelance website redesign for a B2B industrial supplier while serving as interim general manager of a golf club.

## EDUCATION

**M.S., Human-Computer Interaction** · Rochester Institute of Technology *Rochester, NY · May 2026*
- Coursework: Human-Centered Design, Usability Evaluation, Interaction Design, Research Methods

**B.S., Digital Narrative & Interactive Design** · University of Pittsburgh *Pittsburgh, PA · 2024*
- Dean's List · Coursework: Human-Centered Systems, Team-Based Capstone, Intro to Web Programming

## UX EXPERIENCE

**Freelance UX Designer** · Air Equipment Corporation (OSHA Valve) *2026–Present*
- Audited an outdated B2B e-commerce site for industrial valves and compressors, finding key usability issues
- Restructuring information architecture and redesigning in Framer to improve navigation and findability
- Managing the project end-to-end — from audit and design through build and launch

**UX Researcher** · St. Jude / ALSAC (client project) *Feb 2025–Apr 2025*
- On a 6-person team, ran a heuristic evaluation and unmoderated UserTesting study (6 participants) of app onboarding
- Traced registration drop-off to a broken email-to-app handoff, not the app itself
- Delivered annotated mockups and recommendations, including a redesigned confirmation email

**Graduate Researcher, M.S. Capstone** · Rochester Institute of Technology *Rochester, NY · 2026*
- Designed a within-subjects study of AI golf coaching feedback (text, text + visual, text + visual + audio) with custom surveys
- Ran 10 novice golfers through lab sessions; analyzed results with Friedman and Wilcoxon tests
- Found visual annotations most impactful; audio added coaching feel but risked overload
- Wrote and defended a full research paper before a faculty committee, advised by Dr. Roshan Peiris and Dr. Garreth Tigwell

## ADDITIONAL EXPERIENCE

**Interim General Manager** · Fort Cherry Golf Club *McDonald, PA · Aug 2026–Present*
- Lead full club operations through year-end: staff, scheduling, member relations, and vendors
- Make day-to-day decisions across pro shop, course maintenance, and event logistics

**Earlier:** Houseman, Oak Hill Country Club (2024–2025) · Pro Shop Attendant, Fort Cherry (2018–2022)

## SKILLS & METHODS

**Research Methods:** Usability testing (moderated & unmoderated), heuristic evaluation, survey design, think-aloud, thematic analysis

**Design:** Wireframing, prototyping, information architecture, user flows, annotated mockups

**Analysis:** Friedman, Wilcoxon signed-rank, Bonferroni correction, qualitative coding, task/error analysis

**Tools:** Figma, Framer, UserTesting, Microsoft Office, Google Workspace, HTML/CSS, Python (introductory)