

# GAVIN FELLER

UX Researcher

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## PROFILE

Connecting the abstract and the technical through rigorous research, compelling presentation, and genuine leadership. Unique blend of academic and industry experience with high intercultural intelligence, creativity, and vision. I live to hear and share stories.

## RECENT EXPERIENCE

**Founder - UX Researcher | KidCulture (kid-to-kid educational video platform)** 2020 - 2023

- Conducted user interviews to obtain attitudinal insights that drove a 75% increase in user-generated content
- Oversaw focus group research that spawned the creation of new platform features increasing individual platform use by 25%
- Generated insights from user concept tests that led to new product line
- Collected behavioral data through user surveys that instigated the creation of user retention email campaign and the reorganization of platform content priorities
- Held remote user conversations to uncover usability pain points that fueled more effective onboarding modals/videos.
- Harvested qualitative data from in-depth interviews with top users that initiated the collection of customer testimonials utilized in company marketing materials
- Conducted 1:1 interviews revealing consumer insights that resulted in changes to product pricing structure and prompted the creation of an influencer marketing campaign

**Research Fellow | Umeå University (Sweden)** 2019 - 2021

- Published book on media and culture history utilizing in-depth interviews, ethnography and historical research methods (U of Illinois Press)
- Published peer-reviewed research in top-tier journals using interviews and industry analysis to understand technology and digital culture
- Developed innovative research methodology combining data scrapping and network analysis to map the flow of YouTube's suggestion algorithm and its impact on digital culture
- Moderated panel discussions with renowned international researchers

**Assistant Professor | Southern Utah University** 2017 - 2019

- Developed undergraduate and graduate courses on qualitative media research that attracted hundreds of new majors
- Led study abroad program in New Zealand, increasing students' global perspectives and lifetime earning potential
- Pioneered cross-department projects that empowered student self-expression
- Received competitive grant to participate in National Association of Television Program Executives (NATPE) as faculty representative

**Research Fellow | Neal A. Maxwell Institute** 2017 - 2017

- Conducted and presented qualitative research on the intersection of media, fashion, gender, and religion

**Research Fellow | University of Utah** 2016 - 2017

- Conducted and presented innovative qualitative research on the cultural history of Mormon/Latter-day Saint media
- Collaborated with researchers in various departments to improve analysis, writing, and presentations

**PhD Student & Instructor | University of Iowa** 2016 - 2017

- Published research in top-tier peer-reviewed journals using a variety of qualitative research methods including in-depth interviews, textual analysis, ethnography, historical and archival analysis.
- Taught several media studies undergraduate courses

## EDUCATION

PhD, University of Iowa - Media & Communication 2017

M.A., Florida Atlantic University - Media & Communication 2013

B.S., Weber State University - Electronic Media + Sociology 2011

## SKILLS

User interviews \* Focus groups \* Ethnography \* Concept testing \* Survey research \* User Testing \* Storytelling

Product Development \* Teaching & mentorship \* Video & audio production \* Fluency in Portuguese