Oliver J. Myers

Mixed-methods UX Researcher with 2.5+ years of experience blending qualitative insights and quantitative data to shape product strategy for B2B, non-profit, and emerging tech. I leverage my Cognitive Neuroscience / HCI background and AI tools to accelerate and deliver solutions, from user interviews and workshops that save months of planning to service blueprints that reduce service tickets by 80%.

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UXR Portfolio Website
OJMUX.com

Data Science Website
OliverJackMyers.github.io

EDUCATION

M.S. Applied Cognition & Neuroscience (Human-Computer Interaction)
University of Texas at Dallas
GPA: 3.81 | Fall 2025

B.S. Neuroscience - Pre-Health
University of Texas at Austin
GPA: 3.56 | Spring 2022

SKILLS

Generative Research	Survey Design
Evaluative Research	A/B Testing
User Interviews	UX Workshops
Usability Testing	RITE Testing
Service Blueprinting	Data Analytics
Journey Mapping	UX Prototyping
Contextual Inquiries	Sentiment Analysis
Competitive Analysis	Prompt Engineering

TOOLS

UserTesting	R Studio	Figma
Qualtrics	SPSS	Adobe XD
Maze AI	Tableau	Miro
Snowflake	Quanteda	JIRA
REDCap	Co-Lab	Asana

PROFESSIONAL EXPERIENCE

UXR Consultant
Jan 2025 – Present

Texas Public Safety Association | Dallas, TX (Remote)

Lead UX strategist for a 2,500+ member public safety student org, guiding platform development and delivering research insights that inform operations.

- Led service blueprint development, streamlining a critical membership & invoicing process that reduced support tickets by 80%.
- Built an analytics dashboard (R Shiny) that enabled leadership to quantify the impact of changing scoring Rubrics from underperforming events over time.
- Validated new conference management system features through iterative RITE testing 7+ org members, ensuring solid usability for staff before dev handover.

UX Researcher & Designer (Contract)
Jun 2024 – Feb 2025

Redefined Intimacy Therapy | Dallas, TX (Remote)

Orchestrated the end-to-end strategic launch of a new specialty therapy practice, owning research, design, and market positioning from concept to delivery.

- Positioned a new brand using discovery workshops & competitive analysis (35+) to mitigate stigma & capture a key market gap for inclusive, specialty care.
- Synthesized proxy user data (forums) & SME insights into a UJM, identifying client anxieties & guiding the creation of FAQs & a low-friction booking process.
- Delivered an end-to-end Webflow site, using prototypes to mitigate risk, testing for usability/accessibility, & empowering the client with a no-code CMS.

UX Researcher & Designer (Intern)
May 2023 – Oct 2024

TillerXR | Austin, TX (Remote)

Led foundational UX research for a new VR Tour Software Startup, driving team alignment on market position, target user, and a prioritized feature roadmap.

- Executed a foundational study (10+ extended interviews, 50+ surveyed) to test assumptions, define user needs & priorities, delivering a UJM & strategic recs.
- Identified the core market friction, high user churn caused by an industry-wide trade-off between feature complexity and poor usability.
- Led heuristic & competitive analysis of top 5 competitor software, delivering the dev team a report & recs to avoid pitfalls & strategically differentiate TillerXR.
- Led a 2-day studio that translated research into a roadmap, aligning the 5-person leadership team & shaving weeks off decision-making.

UX Research Consultant (Volunteer)
Jan – Oct 2024

Black Tie Dinner | Dallas, TX

Led UXR for a non-profit ($32M+ distributed), informing a total website redesign that improved key user experience, with the majority of recommendations implemented.

- Defined research scope via 6 stakeholder interviews, then mapped pain points across 4 user types to guide website strategy
- Benchmarked 10+ competitor user flows, identifying gaps and opportunities that shaped prioritized UX recommendations validated by the VP of Marketing.
- Conducted dual heuristic audits (old and new sites), with the majority of usability recommendations implemented in the migration launch

CERTIFICATIONS

UX Design Level I & II
Collin College - May 2024
48 Credit Hours

Google Ads Display Cert. | 2025

Google Ads Search Cert. | 2025

**CITI Certificate (HPS) -
Social & Behavioral** | 2025

**IBM Design Thinking
Practitioner** | 2023

Scrum Master (PSM I) | 2023

GROUP MEMBERSHIP

**Qualitative Research Consultants
Association** (QRCA)

**User Experience Professionals
Association** (UXPA) - DFW

CONTACT

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ADDITIONAL INFO

Eligibility: US Citizen, Eligible
to work in the US with no
restrictions

OJM

SELECTED PROJECTS

CareSync: Caregiver Needs & 0-to-1 Product Strategy

UT Dallas | Summer 2025

Led UXR and product strategy for a new dementia caregiver app, translating survey insights on user isolation into a full business plan and mockups.

- Designed a survey that quantified dementia caregivers' #1 pain point (52.9%) as emotional isolation, not just logistics.
- Translated this insight into a product strategy, competitive analysis, and app mockups for a new all-in-one support platform.

Automated UXR Tool: App Review Heuristic Analyzer

UT Dallas | Spring 2025

Solely designed and built an R Shiny app that automates a 'at a glance' heuristic analysis by scraping, tagging, and visualizing user reviews data from the App Store for a given app over time.

- Built a text analysis engine (R, tidytext) to scrape reviews and auto-tag user complaints against 10 Nielsen heuristics.
- Enabled a proactive UX strategy by identifying future usability complaints and negative sentiment patterns related to app updates.
- Implemented a sentiment-based "Priority Score" to instantly visualize and rank the most critical usability issues in an interactive dashboard.

Foundational Research: Visa Anxiety Framework

UT Dallas | Fall 2024

Conducted foundational research (interviews & ethnography) to uncover critical pain points in the visa application process and developed a new framework to model user anxiety and Visa type complexity.

- Uncovered critical pain points in the international student visa process by conducting foundational research (6 interviews, 4 observations).
- Developed a "Continuum of Uncertainty" framework from 15 in-depth interviews to model high-stakes user anxiety in "liminal" states.

Industry Study: Mapping the UXR Layoff Journey

Out In Tech | Spring 2024

Co-led a qualitative study on the UXR layoff experience, translating in-depth interviews into an emotional journey map and a humane layoff framework.

- Co-led a qualitative study (15+ interviews) on the UXR layoff, synthesizing data into a journey map of emotional pain points.
- Presented a "humane layoff framework" at the Out In Tech conference, providing actionable recommendations to the industry.

Foundational Research: Pediatric Telehealth Gaps

UT Austin | Spring 2022

Led foundational research on pediatric telehealth gaps, translating user interviews into the core personas, journey maps, and a new low-fi prototype.

- Identified core parent anxieties in telehealth: a deep distrust of remote visits, fear of misdiagnosis, and friction with non-technical interfaces.
- Conducted competitive analysis of 5+ telehealth kits (e.g., Tyto Care) to identify a key market gap for a pediatric-specific solution.
- Presented research insights to stakeholders, earning recognition for scalable and user-centered design.