Tewodros "Teddy" Taffese (Ph.D.)

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Experience

PROS Inc — Houston, Tx
UX Researcher Intern — May 2023 – August 2023
- Conducted iterative prototype testing on a customer portal, analyzed resulting data, and presented user feedback to the development team. The customer portal is intended to be built based on analyzed data and valuable user feedback
- Developed a structured customer feedback database system. The customer feedback database system not only streamlined the presentation process but also provided valuable resource to conduct sentiment analysis for ongoing and future projects.

RICE UNIVERSITY — Houston, Tx
Graduate Student Researcher — August 2018 – August 2023
- Conducted thesis research focused on workload-based task selection for automation. I was responsible for idea generation, study design, data collection, data analysis, and composing the final report for the experiment.
- Investigated human performance in Two-Factor authentication, overseeing the design of the study, data collection, analysis, and co-writing of publications. Parts of the findings from this study was published and presented in a peer-reviewed conference.

TAKEDA PHARMACEUTICALS — Lexington, Ma (Remote)
Human Factors Engineer (Co-op) — May 2021 – December 2021
- Designed formative and summative data collection templates for the human factors and user research team
- Performed heuristic evaluations on Instruction for Use (IFU) documents. Presented the resulting findings to the design team, and the recommendations were implemented to redesign the IFUs.
- Developed a research protocol included into Standard Operating Procedures (SOPs), focusing on designing the institutional review board decision process. This protocol serves the critical function of ensuring the protection of the rights and well-being of individuals participating as subjects in the research.
- Took part in user testing sessions, logging user behavior. Following the sessions, our team convened to compare scores and collectively make informed decisions.
- Conducted a comprehensive data audit and validation, ensuring that all feedback from the FDA was meticulously addressed.
- Reviewed UFMEA (Use Failure Modes and Effects Analysis) documents, cross-referencing them with task analyses to validate their inclusion in the design of user interviews.

SPIRENT COMMUNICATIONS — Oulu, Finland
Consultant — June 2017 – October 2017
- Produced process flow guidelines for client services, optimizing the pathway through which clients submit support and feature update requests.
- Provided assistance to Nokia Oulu with the Velocity LaaS tool, actively supporting software upgrade and testing sessions, and addressing various technical issues as they arose

Education

Ph.D. in Human Factors/Human Computer Interaction, Rice University — December 2023
Dissertation title: "Workload-Based Task selection for Automation"
MSc. in Software Systems and Services Development, Oulu University, Finland — June 2017
Bachelor of Engineering in Information Technology, Helsinki Metropolia UAS, Finland — June 2011

Skills & Interests

Technical: Quantitative and Qualitative Research, Mixed Methods Research, R, SPSS, Python, ACT-R
Language: Amharic - Native, Finnish – Intermediate
Interests: Soccer, Tennis