

JACK GIESEKING, PHD (they/he)

Qualitative UX Researcher

jgieseking@gmail.com || 347.742.3408 || jgieseking.org || bit.ly/JJG-LinkedIn

PROFESSIONAL SUMMARY

Psychology PhD highly skilled in conducting evaluative, creative, and generative qualitative user-centered research at multiple levels. Experienced in developing research plans, selecting methods to match goals that balance rigor and flexibility, and communicating key findings to relevant stakeholders in order to produce insightful recommendations to drive product success. Passionate about managing and mentoring junior researchers while nurturing a successful, collaborative workplace.

SKILLS

Research: Field Visits, Ethnography, Participant Observations, Visual Analysis, In-Depth Interviews, Focus Groups, Diary Studies, Survey Design, Benchmark Studies, Discourse Analysis, Online Experiments (A/B Testing), GIS Mapping, Mental Mapping, Journey Mapping, Card Sorting, Participatory Action Research, Text Analysis, Social Network Analysis, Secondary Analysis & Media Review, Descriptive Statistical Analyses
Tools: ArcGIS, Gephi, Google Workspace, Miro, R, QGIS, Social Explorer

RELEVANT WORK EXPERIENCE

UX Research & Strategy Consultant, Perry Street Software 2022

- Conducted landscape review with SWOT and affordance analysis of industry apps and related sites
- Researched ten-year review of user opinion + media regarding industry apps/sites
- Partnered with c-suite to conduct landscape, media, and UX research to support strategic design of unique and new industry social app/space functionalities

Associate & Assistant Professor, Department of Geography, U. of Kentucky & Trinity College 2015-2022

Postdoctoral Fellow, Digital & Computational Studies Program, Bowdoin College 2013-2015

- Conducted social scientific methods and analysis as team manager, team member, and proposal manager
- Published 40+ independent papers, and presented 200+ keynotes and presentations from research
- Managed 30-member editorial collective of international, open access journal, publishing in 8 languages
- Directed, advised, and mentored short- and long-term projects with dataviz, marketing, design, branding, data science, comm, and usability testing experts, as well as 150 graduate/postgraduate research projects

Doctoral Candidate || Graduate Center, City University of New York & Columbia University 2002-2012

- Conducted ethnographic fieldwork, interviews, diary studies, mental mapping, surveys, archival research, and discourse analysis as Public Space Research Group researcher

Management Consultant || PricewaterhouseCoopers LLP 1999-2002

- Established in ICT business performance improvement, application development and implementation, firm-wide ratings for partners, and documentation as team member, team leader, and proposal manager

RELEVANT EXAMPLES OF SUBJECT MATTER EXPERTISE

- *A Queer New York: Geographies of Lesbians, Dykes, and Queers* (book). NYU Press. 2020.
- "Trans Twitter and the Beauty of Online Anonymity." *Vox*. 2020.
- "In the Age of Trump, We Need to Protect Map Databases." *Slate*. 2017.

EDUCATION

PhD, Graduate Center, City University of New York (Environmental Psychology, Distinction) 2013

BA, Mount Holyoke College (Geography & Urban Studies) 1999