

JOHN HARRIS

UX Researcher: Mixed-Methods & Anthropology-Informed



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SUMMARY

UX researcher trained in anthropology: a thick-descriptive, mixed-methods approach that treats numbers and lived context as equally necessary, and a habit of naming sample bias and scope limitations plainly rather than letting a clean report overstate its certainty. Completed Google's UX Design Professional Certificate, with Nielsen Norman Group's UX Research Certification planned next. Led a foundational research engagement for a nonprofit client end to end, from a five-year analytics review through persona development to a 42-item strategic roadmap, and independently designed and ran a full exploratory study for a self-directed product concept.

UX RESEARCH EXPERIENCE

The BBB Launchpad: E-Commerce UX Research & Service Design

Bijou and Brushstrokes Boutique August 2026 – Present

- **Running** a four-phase mixed-methods study spanning competitive benchmarking, retrospective buyer persona development, service blueprinting, and task flow analysis to guide an independent artist's shift from in-person sales to e-commerce.
- **Conducting** integration usability testing across the storefront-to-fulfillment workflow, evaluating how order data moved between systems and where a non-technical user would hit a silent failure point.

Brushy Creek Lake Park: Behavioral & Spatial UX Research

Cedar Park Parks and Recreation Department August 2026 – Present

- **Conducting** an eight-week, three-method pro bono research study combining behavioral spatial mapping, contextual inquiry, and behavioral trace analysis with an existing multi-year water quality dataset, for the benefit of Cedar Park Parks and Recreation.
- **Building** the study on multi-season site knowledge from ongoing service as a Texas Stream Team community scientist, extending the trace-analysis window well beyond what a short-term engagement would allow.

ICSD & Eco Bible: Foundational UX Research

Interfaith Center for Sustainable Development May 2025 – August 2026

- **Led** mixed-methods research for a faith-based environmental nonprofit: a five-year digital analytics review, a heuristic evaluation, a competitive and SEO audit, a 44-respondent survey, six in-depth interviews, and book marketing literature review.
- **Identified that paid search, 17.4% of all site traffic**, was producing effectively zero engagement and conversion, redirecting ad budget toward user-informed higher-yield channels within the same spend.

- **Uncovered seasonal patterns in content interest**, pitching a content design and release strategy timed to when audience attention actually peaks.
- **Identified ICSD's abandoned blog as the site's single greatest draw**, a finding from persona, survey, and interview research now guiding its rejuvenation to improve visitor retention.
- **Built 3 human personas and 3 "non-human actant" personas** modeling systemic barriers such as misinformation and burnout, and delivered 42 prioritized, sequenced recommendations spanning UX, content, and distribution strategy.

Meal Maven: Independent Exploratory UX Research

Google UX Design Professional Certificate case study January 2025

- **Designed and ran an end-to-end exploratory study** (screener survey, semi-structured interviews, competitive audit) for a meal-planning app concept, exceeding course requirements to produce genuine primary research.
- **Developed 4 evidence-based personas** (3 human, 1 non-human) and a feature-prioritization framework from interview and survey data; authored a usability-testing protocol benchmarking against a market competitor.

NRCS Texas Cultural Resource Specialist SharePoint IA

Independent UX project 2024

- **Ran hybrid moderated card sorting** and static markup evaluation to redesign information architecture for two distinct internal user groups.

PROFESSIONAL EXPERIENCE

Archaeologist (Cultural Resource Specialist)

USDA Natural Resources Conservation Service, Temple, TX 2020 - Present

- **Lead** field and archival research investigations, translating material, behavioral, and socio-cultural evidence into actionable findings for stakeholders, a research posture directly transferable to user research.
- **Analyze qualitative and quantitative data** into reports that inform program-level design decisions; advise on accessibility and user-centered information architecture for internal digital tools.
- **Serve as liaison** between specialists and non-specialist stakeholders, translating technical findings for varied audiences; awarded four performance spot awards over four years.

Research Assistant

Institute for Tourism and Recreation Research, University of Montana 2018 - 2019

- **Conducted independent, guerilla-style** field interviews and surveys collecting qualitative and quantitative behavioral data from tourists, building rapport across varied populations with no supervision safety net.

Research Assistant

Montana Anthropogenic Research Cooperative, University of Montana 2015 - 2016

- **Conducted field observation** and interviews to assess needs and gaps in Air Force tribal consultation processes, then built practical tools and resources based on findings.

EDUCATION & CERTIFICATIONS

- **Google UX Design Professional Certificate**, Coursera — Completed 2026
- **Nielsen Norman Group (NN/g) UX Research Certification** — Ongoing
- **Registered Professional Archaeologist, RPA #18097** (2020)
- **MA, Anthropology**, University of Montana, 2018 — 4.0 GPA, thesis option, Lambda Alpha Honors Society
- **BA, Biblical Studies**, Amridge University, 2014 — Magna Cum Laude

SKILLS

Methods: surveys, questionnaires, semi-structured interviews, contextual inquiry, competitive benchmarking, heuristic audits, card sorting, persona development, journey mapping, service blueprinting, affinity & empathy mapping, task flow analysis, usability testing, behavioral spatial mapping, trace analysis, field studies, and thematic, content & AEIOU synthesis.

Tools: Figma, Maze, Miro, Google Forms, Microsoft Excel, Power BI, Trello.