

Hunter Schaufel

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EXPERIENCE

TestedHQ

Atlanta, GA

Design Researcher – Providing user research services for clients in the power tool industry Jan. 2023 – Present

- Moderated 50+ field interviews to inform marketing & design decisions for 3 product categories of hand tools
- Combined quantitative large-scale surveys and qualitative semi-structured interviews to identify user pain points
- Designed tools in Microsoft Excel to quantify results of semi-structured interviews and visualize insights for client
- Moderated Spanish-language interviews on pain points, use cases, and brand perception and translated results
- Produced product concept sketches and interactive “game-ified” questions to engage participants in large-scale surveys

Techtronic Industries

Greenville, SC

Design Research Intern – Performing concept validation & needfinding for Ryobi/Ridgid power tools May 2022 – Aug. 2022

- Lead head-to-head usability study w/ 6 representative users, informing iterative design research
- Ran prototype field testing for 3 medium-fidelity prototypes, resulting in decision to pivot design
- Analyzed qualitative results from 6 user interviews, creating deck of key insights on user needs
- Independently researched regional differences in tool use, informing focus of travel interviews

Design Bloc

Atlanta, GA

Designer, Researcher, & Workshop Facilitator – Teaching and applying human-centered design Aug. 2019 – Dec. 2022

- Lead 30 field interviews in collaboration w/ team, informing brand design for historic community
- Applied qualitative data analysis to interview results, leading to 4 key directions for brand
- Combined skills in Figma, Photoshop/Illustrator/InDesign, contributing to 50-pg brand book
- Supported co-design workshop for 20+ participants, empowering community to design brand

Georgia Institute of Technology

Atlanta, GA

Research Assistant – Designing experiments to study the impact of gender bias in product design Jan. 2021 – Dec. 2022

- Co-authored paper on impact of gender bias in educational makerspaces, published in [Journal of Engineering Studies](#)
- Synthesized current research on gender bias to inform research question and research methods for 4-part study
- Analyzed qualitative data from Qualtrics survey, confirming interrater reliability for coding schema

Kimberly-Clark Professional

Roswell, GA

Research & Engineering Co-op – Conducting usability testing for new electronic dispenser products May 2020 – Dec. 2020

- Designed usability studies for 6 new products, evaluating performance against prod. requirements
- Ran 11 needfinding interviews & converged on key pain points, discovering novel requirements
- Designed SolidWorks model & costed bill of materials for custom test rig, reducing parts cost to meet budget

Ethicon, Inc. (Johnson & Johnson)

Cornelia, GA

Process Engineering Intern – Validating manufacturing equipment changes met quality requirements May 2019 – Aug. 2019

- Interviewed staff in packaging dept., defining key tasks and traffic flow in manufacturing space
- Designed 10+ variations on equipment layout in packaging dept., obtaining staff feedback
- Executed floorplan changes in collaboration with construction contractors, minimizing impact to staff

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

Atlanta, GA

Bachelor of Science in Mechanical Engineering

Aug. 2018 - Dec. 2022

Minor: Industrial Design

Scholarships: President’s Undergraduate Research Award (Fall 2022) for research on impact of gender bias in design

Training: Trained in Human-Centered Design & workshop facilitation by UIFellows of Stanford d.school

SKILLS

Skills: Conversational Spanish, Quantitative Research Methods, Interview Moderation, Workshop Facilitation
Technology: Qualtrics Survey Design, Excel Data Analysis, Adobe Illustrator Graphic Design, SOLIDWORKS CAD