Hunter Schaufel

Website: https://hunter-schaufel.com/ LinkedIn: https://www.linkedin.com/in/hunter-schaufel/

EXPERIENCE

TestedHO

Design Researcher – Providing user research services for clients in the power tool industry

- 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

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

Designer, Researcher, & Workshop Facilitator – Teaching and applying human-centered design

- 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

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

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)

Process Engineering Intern – Validating manufacturing equipment changes met quality requirements

- 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

Bachelor of Science in Mechanical Engineering 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

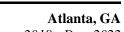
SKILLS

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

Roswell, GA

Atlanta, GA

Cornelia. GA May 2019 - Aug. 2019



Aug. 2018 - Dec. 2022

Greenville, SC

Atlanta. GA

Jan. 2023 – Present

Atlanta, GA

Aug. 2019 – Dec. 2022