What did I do with my Psychology major?

What is your primary discipline/field?

Other (please type below)

Human Factors / User Experience

Was Psychology your undergraduate major?

- (●) Yes
- ( ) No

What degree is required (or most typical) for your job?

MA/MS

What is your primary work setting?

For-profit business

In just a few words, how would you describe your job? What are the primary activities you engage in?

Ensuring the optimal user experience for tools, systems, and websites. This involves:
--Conducting user interviews to determine end-user requirements
--Designing interfaces (for websites or other tools)
--Conducting usability testing to ensure that the design meets the primary needs of the end user

Can you guesstimate about what percentage of your work time you spend engaged in each of the following activities?

Research?	Teaching	Practice: Assessment	Practice: Therapy	Consultation or Administration
10				20

What makes your field most unique from some of the other fields on the list above?

This field uses basic theoretical cognitive principles - attention, memory, perception, decision-making, etc. However, the focus is applying those concepts; so rather than building upon extant research, it is about understanding how we can use that to optimize the end-user experience in a product.

What other non-psychology-related activities does your job entail that you did not expect? For instance, does your job include accounting, personnel management, business administration, clerical work, or other activities?

There are a lot of meetings (all day sometimes). There is also a high level of client engagement - working with and managing the expecations of your client / customer. Finally, sometimes I am responsible for driving a project forward and ensuring that milestones are met.

What is the BEST thing about your field? What would you tell a college student to encourage them to enter your field?

The creativity it requires. I like coming into the office and doing my part in bringing a set of requirements on paper to life, turning it into the front end of something that people will use, and will their lives easier once it goes live. I also like the structure it provides.

What is your LEAST FAVORITE thing about your field? What would you tell a college student to DISCOURAGE them to enter?

The meetings can get in the way of work. The battles that we're forced to fight to resolve differences between the needs of the developers and the needs of the end-users. In many companies, developers hold more power and have more money, so the battle is often uphill.

(Optional) What is your age?

35

(Optional) If you would like students to contact you with questions, please list your email below

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