

DeKita Rembert

User Experience Researcher | Interaction Designer | Data Whisperer

OBJECTIVE

Dedicated and accomplished UX Researcher with a robust background in Human-Centered Computing, UX research, and software engineering, catering to diverse user groups. Possess a wealth of knowledge in research methodologies, project management, and product design. Successfully led numerous UX research studies for top companies, resulting in valuable insights for optimizing user experiences. Played an instrumental role in the development of various emerging technology projects, contributing to the overall success of clients. Proficient in technical skills, including design tools such as Figma, Balsamiq, Java, Python, and Photoshop. Seeking a position to leverage my expertise using various research methods to identify user needs, pain points, and behaviors that improve user experience and business outcomes.

KEY ACCOMPLISHMENTS

- Spearheaded the development of an emerging technology projects repository, enabling the streamlining of research data accessibility and maximizing UX insights for AnswerLab.
- Conducted 500+ one-on-one interviews to gauge user satisfaction, informing the product design process for top companies such as Facebook, HBO, Salesforce, and Airbnb, while leading and managing over 50 UX research studies end-to-end.
- Designed, developed, and evaluated a personalized math word problem generator using student interest that resulted in four research studies with 38 students for in-person and remote research studies whilst obtaining a Ph.D. in HCI.
- Collaborated and supervised two groups of undergraduate computer science students to develop a Python application for government security efforts, taught computational thinking to more than 40 K-12 students, and oversaw the design, development, and evaluation of a research study to explore computing career recruitment strategies for black computing undergraduates at HBCUs.
- Utilized UX design methodologies and voice control to develop an interface to command drones, while working closely with stakeholders to optimize an IoT technology solution in the IT department at Intel Corporation as a Systems Analysis Intern.

PROFESSIONAL EXPERIENCE

UX Researcher

AnswerLab, Social Media & Gaming Group

Remote

Sept. 2021 - May 2023

- Led and managed over 50 UX research studies end-to-end, providing consultative guidance on research methodology and

project scope as needed.

- Worked with cross-functional team members in the execution and delivery of products and services, using a customer-focused, iterative design process.
- Conducted almost 500 one-on-one interviews to gauge user satisfaction and inform the product design process of top companies with a combined website user base of over 3.5 billion (e.g., HBO, Airbnb, Facebook, Salesforce, and others).
- Spearheaded a 6-member task force to develop an emerging technology projects repository, streamlining research data accessibility and maximizing UX insights across the company.
- Mentored and trained 10+ new hires on day-to-day process and research procedures during onboarding.
- Presented best practices to teach 15+ colleagues how to work with high-profile clients and other methods for improving research efforts.

Research Assistant

**University of Florida, Human-Centered Computing Lab
Gainesville, FL**

Aug. 2014 - May 2021

- Performed dissertation research studies with four teachers and 38 students for in-person and remote research studies using qualitative and quantitative research methods; resulted in the design, development, and evaluation of a personalized math word problem generator using student interest.
- Published and presented research insights of dissertation research and various lab projects at respectable human-factors, human-computer interaction, and education technology conferences.
- Conducted focus groups with users (both potential and lead) and Grooveshark employees to design a chat feature on their music platform.
- Delivered user flows, annotated wireframes, high fidelity comps and prototypes to define the user experience of research application and website projects specific to the Human-Experience Research Lab.

Research Assistant

**Morehouse College, Culturally-Relevant Computing Lab
Atlanta, GA**

June 2019 - Aug. 2020

- Utilized YouTube's API and analytics data to develop a Python application for government security efforts; delegated and supervised two groups of undergraduate computer science students within the Culturally Relevant Computing Lab.
- Taught more than 40 K-12 students computational thinking with the Sphero robots and JavaScript.
- Oversaw staff of five students to design, develop, and evaluate a research study to explore computing career recruitment strategies and preferences for black computing undergraduates at Historically Black College Universities (HBCUs).

Education Segment Associate Intern

**Intel Corporation, Client Computing Group (CCG)
Santa Clara, CA**

May 2018 - Aug. 2018

- Implemented strategies for future education technologies for their 37B in revenue Client Computing Group (CCG) by conducting research to discover trends and use cases, creating market trends, and a competitive outlook on the education ecosystem.
- Set up and presented an Intel Labs demo for groups of international guests.

Independent Research and Development

**Harris Corporation, Space and Intelligent Systems
Melbourne, FL**

May 2016 - Aug. 2016

- Used UX design principles, standards, and guidelines to develop a voice-controlled interface to command drones.

- Implemented a V-REP simulation using the Python programming language using embedded script and a remote API client.

Systems Analysis Intern

Intel Corporation, Information Technology Infrastructure Engineering

Hillsboro, OR

May 2015 - Aug. 2015

- Worked closely with stakeholders to uncover areas for improving efficiency and productivity in the meeting workplace.
- Conducted user research with more than 30 employees that led to the optimization of an IoT technology solution in the IT department that reduced time spent and the difficulty involved with joining a meeting across multiple platforms.

Technical Service Assistant

Fort Valley State University Agriculture Department

Fort Valley, GA

May 2009 - May 2011

- Maintained positive relationships with faculty and staff, providing technical support to approximately 650 users.
- Installed and configured computer hardware, software, systems, networks, printers, and scanners.
- Trained users on software changes and facilitated the development of internship experience by providing effective teaching techniques and feedback processes regarding day-to-day operations.

EDUCATION

Doctoral Degree

Human-Centered Computing

GPA: 4.0

University of Florida, Gainesville, FL

Aug. 2014 – May 2021

Advisor: Dr. Juan Gilbert

- Relevant Coursework: Interaction Design, Spoken Language Systems, Measurement and Evaluation of HCC Systems, Fundamentals of HCC, Database Management System Design, Research Design I, System Design and Analysis of Human-Machine Systems

Bachelor of Science

Computer Information Systems

GPA: 3.0

Fort Valley State University, Fort Valley, GA

Jan. 2006 - May 2011

Minor: Business Management

Advisor: Dr. Cheryl Swanier

- Relevant Coursework: System Design and Analysis, Theory Programming Languages, Data Structures, Principles of Programming I & II

Associate Degree

Marketing Management

Savannah Technical College, Savannah, GA

Aug. 2002 - May 2004

Minor: Business Management

RESEARCH EXPERIENCE/PROJECTS

Co-Inventor and Web Developer, Virtual Traffic Stop App, UF (2015)

- Co-invented the Virtual Traffic Stop app which included contributions to the UI interface, website design, and social media marketing (Patent:US20190318618).

Brain-Computer Interface (BCI) Project, UF (2014)

- Used the experiment design process to devise Brain-Computer Interface (BCI) related studies, including a study to measure user engagement while implementing usability testing methods using an EEG neuroheadset.

Prime III Voting System, UF (2014)

- Designed a usability test to evaluate the user experience and accuracy of a unique video identification verification method.
- Worked on a team to conduct the heuristic evaluation and usability tests of the ExpressVote Election Systems and Software (ES&S) voting system

Undergraduate Researcher, Carnegie Mellon University, The Robotics Institute (2011)

- Analyzed and organized data to develop a n-gram language model used for the verbal interaction between Snackbot and humans
- Created, tested, and debugged Sphinx-4 applications written entirely in java

LEADERSHIP EXPERIENCE

- **Website Team Lead, UF** - Spearheaded the design and implementation of four lab research websites.
- **System Development Coordinator and Mentor, UF & Morehouse** - Mentored and coached several groups of interns and undergraduates by introducing several development tools and skills (e.g., Balsamiq mockups, Photoshop, Dreamweaver, web design, Dialogflow, Python programming language, etc.).
- **Robotics Team Lead, FV** - Led a team of colleagues in coding, debugging, and testing iRobot Create/Asus; Troubleshooted and maintained robot before and during competition.

TECHNICAL SKILLS & INTEREST

- **Tools:** Figma, Invision, Balsamiq, Python, Java, JavaScript, Next.js, React, C++, Sphinx-4, VoiceXML, PHP, MySQL JavaScript, HTML, CSS, Photoshop, Dreamweaver..
- **UX/UI Skills:** Prototyping, Wireframing, User Research, Heuristic Evaluation, Focus Groups, Interviews, Survey Design, Quantitative and Qualitative Analysis, Benchmarking, A/B Testing, Competitive Evaluation, Personas, Journey Mapping, Affinity Diagram, Ethnographics, Task Analysis, Storytelling, Storyboarding, Rapid Prototyping, Product Development,

Think-Aloud Protocol, Design Workshops

ACTIVITIES/AWARDS

- UF Graduate School Council (GSC) grant reviewer, 2017
- Finalist, National Academy of Inventors Student Innovation Showcase: Virtual Traffic Stop, 2017
- SwampHacks, 2016
- Tutoring Services for the Guarded Heart Youth, 2016-present
- Intel Scholar, The National GEM Consortium, 2015
- Product Manager, Lab Daze documentary/reality show series, 2013-2017
- Scholarship recipient, Computer Research Association Women (CRA-W) Grad Cohort Workshop
- Scholarship recipient, Association of Computing Machinery's Special Interest Group on Accessible Computing (SIGACCESS) Scholarship, 2013
- Design Team Member, Google Design Jam, 2013
- Fellowship recipient, S-STEM: Human-Centered Computing Scholars, 2013-Present,
- Student Co-chair, Minority Student Success Initiative (MSSI), 2013-2014
- Secretary, School of Computing Graduate Student Association (SOCGA), 2012
- Professional Affiliations: HFES (2013), School of Computing Graduate Student Association (2011), IEEE (2011), NSBE (2009), Association of Computing Machinery (ACM) 2008

CONFERENCE PAPERS & PUBLICATIONS

- Moon Rembert, DeKita, Naja A. Mack, and Juan E. Gilbert. "Exploring the Needs and Interests of Fifth Graders for Personalized Math Word Problem Generation." Proceedings of the 18th ACM International Conference on Interaction Design and Children. ACM, 2019, pp. 592-597.
- **[Doctoral Consortium]** Moon, D. and Gilbert, J.E. (2018, June) Design and Evaluation of an Ontology-Based Math Word Problem Generator, ACM Interaction Design and Children (IDC 2018).
- Moon, D. G. (2018, July). Modeling Learners' Interest with a Domain-Independent Ontology-Based Framework. In Proceedings of the 26th Conference on User Modeling, Adaptation and Personalization (pp. 345-348). ACM.
- Solomon, A., Moon, D., Roberts, A., Gilbert, J.E. (2017) Not Just Black and Not Just a Woman: Black Women Belonging in Computing, Research on Equity and Sustained Participation in Engineering, Computing, and Technology (RESPECT), IEEE 2018.
- Dunbar, J., Hall, P., Moon, D., Gilbert, J.E., (2014) Video Verification: An Alternative Form of Identifying Verification, Proceedings of 6th International Conference on Applied Human Factors and Ergonomics (AHFE 2015), pp. 4889-4895, Las Vegas, Nevada.
- Gilbert, J., Moon, D., Dunbar, J., Solomon, A., Daily, S. (2014) Lab Daze: A Web-Series Aimed at Changing the Student's Perception of Scientists, The International Conference of Urban Education.
- Moon D., Solomon A., Thomas S. (2014) Special Connections: A Social Media Website for Teaching Social Skills to Individuals with Cognitive Disabilities, World Conference on E-Learning.
- Moon, D., Gilbert, J. (2013) Human-Centered Computing Lab at Clemson University, ACM interactions Magazine, 20, 2, pp. 84-87.
- Hall, P., Dunbar, J., Moon, D., Gilbert, J. (2012) A Solution to Historical Issues in Voter Registration and Verification, TechnoScience as Activism.

BOOK CHAPTERS

- Dillon, E., Williams, B., Kang, S., Gilbert, J.E., Brinkley, J., Moon, D. (2017) Bridging the Safety Divide through Technology to Improve the Partnership between Students and Campus Law Enforcement: An “App” Opportunity In Ward, J., Policing and Race in America: Economic, Political, and Social Dynamics. (pp 207-219). Lanham, Maryland. Lexington Books.
- Darnell, S. S., Mack, N., Jackson, F., Alnizami, H., James, M., Ekandem, J. I., Alvarez, I., Andujar, M., Moon, D., Gilbert, J.E. (2014). Human-computer interfaces for speech applications. In T. F. Gonzalez, J. Diaz-Herrera & A. Tucker (Eds.), Computing handbook, 3rd ed. (1) (3rd ed., pp. 92:1-92:1-15) CRC Press.

PRESENTATIONS & POSTERS

- **[Poster]** Building a Framework to Create Personalized Math Word Problems, ASEE-GEM Doctoral Engineering Research Showcase (2018)
- **[Presentation]** Virtual Traffic Stop App, National Academy of Inventors (NAI) Student Innovation Showcase (2017)
- **[Presentation]** Effects of Decision Strategies for Online Shopping, McKnight Mid-Year Research and Writing Conference (2016)
- **[Poster]** The Adaptation of Affective Brain-Computer Interfaces Towards Card Sorting Activities, CAHSI Summit (2015)
- **[Presentation]** Video Verification: An Alternative Form of Identifying Verification, Proceedings of 6th International Conference on Applied Human Factors and Ergonomics (2016)
- **[Presentation]** Lab Daze: A Web-Series Aimed at Changing the Student’s Perception of Scientists, The International Conference of Urban Education (2014)
- **[Presentation]** FVSU Alumni Panel Fort Valley State University Forth Annual Research Day: Dreaming and Doing: Spotlight on Student Research (2014)
- **[Poster]** Changing the World: Experiencing Accessible Technology through Snackbot and Prime III, The 15th ACM SIGACCESS International Conference on Computers and Accessibility (2013)
- **[Poster]** Snackbot: The Process to Engage in Human- Robot Conversation, Proceedings of the 25th International Florida Artificial Intelligence Research Society Conference, AAAI Press (2012)