alina.striner@gmail.com | (+31) 622002749 | Amsterdam, NL | alinastriner.com

Alina Striner

I am a mixed-methods UX researcher and designer with 7 years of industry and academic experience, a PhD in human-computer interaction (HCI), and a background in consumer psychology. Despite our differences, I believe we are all connected, and that technology can help us become more conscious, authentic, and kind.

Professional Experience

Senior Mixed-Methods UX Researcher [January 2023-Present],
Cognizant Digital Studio, Amsterdam, NL

- Conducted qualitative research through stakeholder interviews, user surveys, synthesis, and thematic analysis for a pharmaceutical company, a bank, and the UK government. Supported design brief write-ups, and wrote case studies.
- Conducted mixed-methods research through "jobs to be done" personas and related scenarios for a pharmaceutical company and analysis of Google analytics. Created user flows and needs documents for the pharmaceutical company and UK government. Also, designed, launched, and created analysis plan for an external survey for the UK project.
- Developed trend reports on B2B E-commerce for a manufacturing company, and for the banking and financial sectors.
- Launched research democratization initatives by creating and facilitating two workshops on contextual trends research. Also organized the Talk-a-Lot Club, to improve presentations through storytelling practices.
- Mentored intern and supported survey development to improve the hybrid office experience. Supported bags-of-stuff prototyping reseach, and the development of an interactive technology prototype.

Postdoctoral Researcher/Designer and ERCIM Fellow [2019-2022], Distributed & Interactive Systems Group,
Centrum Wiskunde & Informatica (CWI), Amsterdam, NL

- Conceptualized and designed the Co-creation Space tool for artistic co-creation as part of the TRACTION project (EU Horizon Grant 2020) through a multi-step user-centered design process, that included requirement gathering through focus groups, co-design sessions, personas, storyboards, and wireframes.
- Tested tool through usability studies and 2 open pilots, and authored related papers at CSCW and IMX. Created promotional video for tool, and wrote blog posts describing design process and promoting work.
- Helped conceptualize and design Social VR lobby and Co-creation Stage tools. Co-authored related research.
- Managed technology evaluation for TRACTION. Created planning, timelines, and authored several technical reports.
- Developed design method "Spectrum of Audience Participation" through expert interviews, codesign sessions and an extensive literature review of theater, theme park, and game domains. Best paper award at ICIDS.
- Wrote grant proposals and mentored students in the DIS group.

Doctoral Work in Human-Computer Interaction [2014-2019], Human Computer Interaction Lab,
College of Information Studies, University of Maryland, College Park, MD

- Conceptualized, designed, and tested the usability and value of of StreamBED VR, a tool to train citizen scientistis to make qualitative assessment of stream habitats in multisensory VR. Designed tool through user-centered process, including expert interviews, focus groups, co-design sessions, and usability studies. Designed and developed 3D assets in Unity/Blender, and designed branding.
- Assembled and managed a group of 6 student developers to build StreamBED VR in Unity, and to prototype the Ambient Holodeck multisensory system VR experience with ambient sensory stimuli (heat, humidity, wind, smell).
- Designed and conducted qualitative co-design research with children (Kidsteam) on interactive participation in music performances using cooperative inquiry. Authored related research on audience participation in musical performances.
- Authored "Using Web Analytics" section in Rogers, Preece & Sharp Interaction Design Textbook.

Visiting Researcher and Designer [2017-2019], OH Game Lab,
Carnegie Mellon University, Pittsburgh, PA

- Conceptualized and created a design method (design space theme map) for game live streaming on Twitch. Developed map through qualitative thematic analysis of design process documents for a related course. Supported related game design course, and gave students design feedback. Authored and presented related CHI paper.
- Mentored masters students semester project ("Lights Out") at the Entertainment Technology Center (ETC).
- Developed design method for students to develop a narrative for their project design, to appraise and critique story fit for design goals, and shape design iterations to fit their narrative.
- Designed and ran codesign workshops at CMU and UC Irvine to study how audience interactivity can help designers create interactive audience VR prototypes for Broadway theater and games.

Research Associate [2016-2017], Disney Research, Pittsburgh, PA

- Conceptualized, designed, and developed a haptic sports experience using a tactor actuator and MaxMSP. Developed related questionnaire on haptic experiences. Designed and conducted quantitative research study, and analyzed using multiple regression and factor analysis. Presented findings at Disney Research, Pittsburgh.
- Co-authored and presented proposal for interactive multi-level storytelling experiences.
- Tutored interns to create visual advertisements using Photoshop. Designed study materials in Adobe Suite.

Education

2014-2019 PhD, Information Studies
Advisor: Jennifer Preece
College of Information Studies, University of Maryland, College Park, MD

2012-2014 Master of Sciences, Human-Computer Interaction
Thesis advisor: Ben Bederson
College of Information Studies, University of Maryland, College Park, MD

2011 Graduate Studies, Industrial Design, Semester Abroad
Università Commerciale Luigi Bocconi, Milan, Italy

2009-2011 Post-Baccalaureate, Marketing and Consumer Behavior
Research advisor: Anastasiya Pocheptsova
R. H. Smith School of Business, University of Maryland, College Park, MD

2005-2009 Bachelor of Arts, Music Performance
Goucher College, Towson, MD

Awards & Honors

ICIDS Conference Best Long Paper Award (2019) - $500
ERCIM Alain Bensoussan Postdoctoral Fellowship (2019)
Ann G. Wylie Dissertation Fellowship (2018) - $15,000
Research Improvement Grant (2018) - $600
Dean's Fellowship Award (2017) - $5,000
Univerity of Maryland Outstanding GA (2017)
Graduate Summer Research Fellowship (2016) - $5,000
Dean's Award for Outstanding iSchool Project (2016)
Goldhaber Travel Grant (2015, 2018) - $600
International Conference Student Support Award (ICSSA) (2015, 2018) - $500
Maryland Summer Scholars Grant (2011) - $3,000
Rosenberg Merit Scholarship for Music (2007) - $2,500
Polinger Scholarship for Performing Arts (2005) - $3,000

Methods and Tools

Research

- Mixed methods: in-depth interviews, focus groups, surveys/questionnaires, contextual inquiry, heuristic evaluation, context mapping, A/B testing, and usability studies
- Analysis: thematic analysis, content analysis, linear regression, MRA, factor analysis
- Research Tools: R, SPSS, Qualtrics, Gephi, LaTex

Design

- Methods: bodystorming, cooperative inquiry, affinity maps, user personas, scenarios/use cases, storyboarding, paper prototypes, design sketches, wireframes
- Prototyping Tools: Adobe Creative Suite, Figma, Miro, Balsamiq, Axure, JustinMind
- Programming experience in Java, Python, MaxMSP, Javascript/HTML/CSS, Arduino
- Game design using Unity/Oculus Rift/Blender

Other

- Native Speaker of English and Russian. Competent in French and Italian, and learning Dutch. Proficient in the International Phonetic Alphabet (IPA) and German Diction
- Proficient using Sibelius and Finale composition software. Some experience with SuperCollider/ Avid Pro Tools

Personal Interests

I enjoy observing patterns that occur across nature and art, and I collect vintage clothing and do yoga in my spare time. I also run a design collective called The Midsummer Circle for creators who want to make a social impact.