

Elizabeth L. Haseltine, Ph.D.

UX Researcher · Mixed Methods

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SUMMARY

UX researcher and cognitive psychologist who identifies friction in multi-step user experiences, including the issues users struggle to put into words. Findings have restructured an AI-powered course, informed a launched mobile app redesign, and supported early design of a campus AI learning tool.

SKILLS & TOOLS

Methods: Usability testing, user interviews (semi-structured, in-depth), surveys, competitive analysis

Analysis: Thematic synthesis, behavioral coding, task metrics, SUS, statistics in R and SPSS

Tools: Qualtrics, Dovetail, Condens, Rally, Figma, Miro, Excel, JavaScript; Python (basic)

UX RESEARCH EXPERIENCE

UX Research Intern | ezCater · Remote

Jun 2026 – Aug 2026

- Owned end-to-end research on the self-delivery driver experience, from brief to leadership readout, in 10 weeks.
- Conducted a competitive analysis and 8 semi-structured interviews with restaurant partners, recruiting via Rally.
- Synthesized findings in Dovetail; presented to a cross-functional team of PMs, designers, engineers, and leadership.

UX Research Intern | Georgia State University, CETLOE

Aug 2025 – Jun 2026

- Independently led a mixed-methods study of BoodleBox's AI course for educators; the team **restructured the course**.
- Benchmarked 12 AI learning chatbots and evaluated 4 in depth to inform a GSU learning tool.
- Co-designed a survey of faculty and student needs as generative research for an AI learning assistant.
- Conducted moderated usability testing and interviews with 8 users of the Graduate School website.

Usability Consultant (Independent) | Market Movers, card price-tracking app

Sep 2025 – Oct 2025

- Partnered cross-functionally with designers and stakeholders to scope a usability study before a major redesign.
- Identified search and navigation failures, with task success as low as 50%, and delivered prioritized recommendations.
- Findings **informed the team's launched redesign** of search, navigation tabs, and in-app feature guidance.

RESEARCH EXPERIENCE

Graduate Research Assistant | Georgia State University, Psychology

Aug 2020 – Aug 2026

- Led 10 studies and collaborated on 15+ more, including a series on cognitive offloading and planning.
- Dissertation: recruited and ran 236 participants in person using a Qualtrics survey and 7 custom JavaScript tasks.
- Managed data collection for multiple concurrent projects; partnered cross-functionally with 4 outside institutions.
- Analyzed data in R and SPSS, producing **7 peer-reviewed publications** and 40+ conference presentations.

EDUCATION

Ph.D., Psychology – Cognitive Sciences | Georgia State University

2026

M.A., Psychology – Cognitive Sciences | Georgia State University

2023

B.S., Psychology & Anthropology, Cum Laude | Missouri State University

2016

LEADERSHIP & RECOGNITION

Teaching: Instructor of Record for 4 courses (up to 120 students)

Mentorship: Mentored 12 undergraduate researchers, 8 as conference co-authors

Leadership: VP, Graduate Association of Students in Psychology; co-coordinator, Cognitive Sciences Graduate Conference

Awards: Outstanding Graduate Student Research Award; Milestone Research Grant; Excellence in College Teaching Certificate

Training: Web Accessibility and Course Accessibility micro-badges, Georgia State University (2025)