

Brynn Evans <http://about.me/brynnevens> :: brynn.evans@gmail.com :: 650.346.4575



Formally trained in neuro-psychology, human-computer interaction, anthropology, and understanding the intersection of science & technology with human behavior.

For 5+ years, I've been working in industry as a user experience researcher and designer: providing insights into human social behavior and designing web products that address user needs. I've worked with over 30 clients as a consultant and strategist, and most recently led the product and design team at an early stage startup: gathering continuous customer feedback and rapidly iterating through an alpha and beta prototype in 7 months.

In addition to creating wireframes and UI mockups, I'm a skilled facilitator and organized project manager. I've run gamestorming workshops at large companies for executive off-sites (e.g., Estée Lauder, Apple). I also co-organize events in the design community: The Overlap annual conference, Overlap SF meetups, SketchCamp, and Awesome Foundation (SF-branch).



Experience

XPLANE (contractor)

Various locations :: October 2010–current :: **Gamestorming Facilitator**

Hired to facilitate breakout sessions for 40–60 person executive workgroups looking to brainstorm future product directions, marketing strategies, or leadership practices. Clients have included: Estée Lauder (top 250 marketing executives), March Insurance (top 150 company executives), and Apple (Academia@Apple conference).

Giftly (formerly GoLocal)

San Francisco, CA :: August 2010–March 2011 :: **Chief Experience Officer**

First employee of an early stage startup. In charge of user experience, design, product strategy, research, and customer development on a 7-person team (3-person product team). Developed a prototype of a gift card e-commerce experience: 75% conversion rate and over \$2000 in sales in under one month. Three subsequent iterations on the product concept and design.

Bolt | Peters (UX design agency)

San Francisco, CA :: February 2010–August 2010 :: **Social Interaction Lead**

Responsible for user testing, analysis, developing design recommendations, creating mockups & storyboards, writing summary reports, presenting recommendations to large client teams. Worked on 21 client projects; moderated ~250 user research sessions in 7 months.

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BitDefender

Mountain View, CA :: October 2009–February 2010 :: **Interaction Designer**

Worked closely with the lead designer to improve the BitDefender installation process. Responsible for user testing HTML prototypes, mocking up interaction flows, and writing summary reports (2 iterations).

Independent Consultant

San Francisco, CA :: June 2009–October 2009 :: **User Experience Strategist**

Worked as a UX strategy consultant, advised on product strategy, ran contextual interviews, usability studies, developed wireframes. Also organized a 3-week workshop tour in Scandinavia for two speakers.

PARC (Palo Alto Research Center)

Palo Alto, CA :: June 2007–September 2009 :: **Visiting Researcher**

Worked closely with Ed Chi on a series of studies on social search practices. Published 5 papers based on this work, developed design recommendations, and produced a set of wireframes for an enterprise search experience (independently).

Human-Computer Interaction Lab, UCSD

San Diego, CA :: September 2006–June 2009 :: **Graduate Researcher**

Lead several user-centered design projects, technology evaluations (ANOTO Pen), and online ethnographies. Honors advisor and mentor for 3 undergraduate students.

SAM Technology

San Francisco :: June 2003–June 2006 :: **Research Associate**

Coordinated and ran 8 research studies of human attention and memory (internal projects and for external clients). Designed and developed a cognitive test just for kids using a cartoon character and making it into a game.

Education

University of California, San Diego

6/2009 :: **M.S. in Cognitive Science** (A.B.D. in the Ph.D. program)

Stanford University

6/2003 :: **B.S. in Science & Technology in Society** and **B.A. in Psychology**, with honors



Publications

When Facebook Comes to Work: Understanding the Work Practice of Digital Natives

chapter in *Digital Natives: Staying in Step with the Generation that's Transforming the Way Business is Done*. Edited by M. Manafy & H. Gautschi, CyberAge Books, May 2011.

Parallel Lives

B.M. Evans. *Information Architecture Summit*, Poster Session, 2010.

An Elaborated Model of Social Search

B.M. Evans and E.H. Chi. *Information Processing and Management*, 46(6), pp. 656–678, 2010.

Do Your Friends Make You Smarter? An Analysis of Social Strategies in Online Information Seeking

B.M. Evans, S. Kairam, and P. Pirolli. *Information Processing and Management*, 46(6), pp. 679–692, 2010.

Exploring the Cognitive Consequences of Social Search

B.M. Evans, S. Kairam, and P. Pirolli. In *Proc. Computer-Human Interaction (CHI'09)*, ACM Press, pp. 3377–3382, 2009. (Won 2nd place in the student research competition!)

Towards a Model of Understanding Social Search

B.M. Evans and E.H. Chi. In *Proc. Computer-Supported Cooperative Work (CSCW'08)*, ACM Press, pp. 485–494, 2008.

Augmented Information Assimilation: Social and Algorithmic Web Aids for the Information Long Tail

B.M. Evans and S.K. Card. In *Proc. Computer-Human Interaction (CHI'08)*, ACM Press, pp. 989–998, 2008.

Neuropsychological and Neurophysiological Effects of Carbamazepine and Levetiracetam

K.J. Meador, A. Gevins, S.W. Loring, L.K. McEvoy, P.G. Ray, M.E. Smith, G.K. Motamedi, B.M. Evans, and C. Baum. *Neurology*, 69, pp. 2076–2084, 2007.



Speaking Engagements

1up! Games for Change.

South by Southwest 2011 :: Austin, TX :: March 2011. ([Slides](#))

Using comics for Storytelling.

DrawCamp :: Milwaukee, WI :: June 2010.

Enterprise Social Search (all-day workshop).

San Francisco, CA :: May 2010.

Social Search: A Little Help From My Friends.

South by Southwest 2010 :: Austin, TX :: March 2010. ([Slides](#); [Summary](#); [Podcast](#))

Digital Ethnography for Social Interaction Design.

User Research Friday :: San Francisco, CA :: February 2010. ([Slides](#))

Aiming for Innovation: Living Design in a Business World.

BayCHI :: Palo Alto, CA :: December 2009. ([Slides](#), [Podcast](#))

Designing for Sociality in Enterprise Search.

Enterprise Search Summit West :: San Jose, CA :: November 2009. ([Slides](#))

Do Your Friends Make You Smarter? Exploring Social Interactions in Search.

IBM Almaden Research Center, USER Seminar :: San Jose, CA :: July 2009. ([Slides](#))

Exploring the Cognitive Consequences of Social Search.

CHI'09 :: Boston, MA :: April 2009. ([Slides](#); [30-sec Madness Video](#))

Towards a Model of Understanding Social Search.

CSCW'08 :: San Diego, CA :: November 2008. ([Slides](#); [Summary](#))

Distributed Cognition and the Social Web.

Reboot 10 :: Copenhagen, Denmark :: June 2008. ([Slides](#); [Video](#); [Summary](#))

Augmented Information Assimilation: Social and Algorithmic Web Aids for the Information Long Tail.

CHI'08 :: Florence, Italy :: April 2008. ([Slides](#); [Video](#))