

## COLTAN SCRIVNER

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<https://www.linkedin.com/in/coltan-scrivner/>

### UX Research Consultant, Behavioral Scientist, & Author

A mixed-methods behavioral scientist skilled at integrating the empathic eye of anthropology with the careful experimental design of psychology to provide deep insight about user behavior. 7 years of experience designing, executing, and managing human-centered research online, in the laboratory, and in field settings.

### SKILLS

**Quantitative** - Survey Design | A/B testing | Card Sorting | Eye tracking.

**Qualitative** - Interviewing | Usability testing | Journey mapping | Thematic Analysis

**Tools / Data Analysis** - R Programming | ANOVA | | Regression | Qualtrics | Figma

### EXPERIENCE

**Arizona State University**

**09/2023 – Current**

**Research Program Manager**

- Manage all research operations for a \$1.5M National Science Foundation Grant.
- Identify research questions and KPIs for three app-based games and an interactive science museum exhibit.

**Meta, Menlo Park, CA**

**08/2022 – 06/2023**

**UX Researcher**

- Collaborated with a cross-functional team of 10-15 designers, engineers, product managers, and researchers to address user needs related to youth, health, and wellbeing.
- Analyzed external stakeholder expectations and advised leadership on a project that impacted company-wide organizational strategy and structure.
- Identified key research questions and prioritized projects to keep the company in front of pending regulation in a sensitive topic area, helping to set youth industry standards and avert future lawsuits or fines.

**Institute For Mind and Biology, Chicago, IL**

**10/2016 – 06/2022**

**Behavioral Scientist**

- Designed and led short-term and multi-year projects on human cognition and social interaction.
- Hired, mentored, and managed multiple researchers who have gone on to be successful doctors, researchers, and academics.
- Organized and led workshops and conferences with cross-functional team members, leading to new collaborations, scientific publications, and grant funding
- Led teams of 10-15 researchers on field studies in collaboration with industry partners.

**Facebook, Menlo Park, CA**

**06/2021 – 08/2021**

**UX Research Intern**

- Designed and led a key survey project that identified user needs in a new product. Communicated results to partner teams and advised leadership on product direction, helping to set team priorities.

### MANAGEMENT AND CREATIVE EXPERIENCE

## **Eureka Springs Zombie Crawl**

**08/2023 – Current**

### **Director**

- Identify the vision and lead planning and organization for a large (15,000+ attendees), annual festival.
- Manage a team of 10-15 volunteers with a wide range of functions.
- Work with key government and industry stakeholders to prepare city infrastructure for the event.

## **Peabody Historic Inn, Eureka Springs, AR**

**02/2023 - Current**

### **Owner / Operator**

- Successfully managed all aspects of a boutique inn, overseeing operations, design, customer service, and business decisions.
- Generated and actioned on insights from customer interviews and market research, leading to a 27% YOY increase in revenue.

## **Blumhouse Productions, Los Angeles, CA**

**03/2022 - Current**

### **Executive Producer**

- Consulted on creative development for major network TV shows.
- Collaborated with cross-functional teams of writers, directors, and talent, fostering a collaborative and productive work environment.
- Developed and implemented strategic plans to drive ratings and audience engagement.

## **Penguin Random House, New York City, NY**

### **Author**

- Conducted extensive research to develop and write a popular science book for the world's largest publisher that explained complex scientific concepts in a clear and engaging way for a broad audience.

## **EDUCATION**

### **Doctoral Degree (Ph.D.) Comparative Human Development, The University of Chicago**

- Multidisciplinary training in anthropology, psychology, sociology, and biology
- Pioneered the study of morbid curiosity and became the leading expert on the topic

### **Master's Degree (M.S.) Forensic Science, University of Central Oklahoma**

- Summa Cum Laude
- Developed a novel method for distinguishing between DNA from identical twins

### **Bachelor's Degree (B.A.) Anthropology with honors, Oklahoma Baptist University**

- Magna Cum Laude
- Double minor in Biology and Natural Science

## **LICENSES AND CERTIFICATIONS**

### **Agile Methodology**

The Interaction Design Foundation

### **Conducting Usability Testing**

The Interaction Design Foundation

### **Journey Mapping**

The Interaction Design Foundation