

Driving impactful research and product design initiatives with a human-centered mindset.

User Experience professional with extensive experience planning and executing strategic exploratory research and long-term in-depth investigations to guide the design of new technology concepts. A rich background in UX research and cross-disciplinary work drive intuitive and engaging experiences leading to significant sales and product adoption.

WORK EXPERIENCE

Synaptics

Dec. 2010 - Nov. 2019

Senior User Experience Researcher

Delivered intuitive interactions using the latest input technologies and a variety of research methods to design and evaluate best-in-class experiences for mobile, laptop, in-vehicle, smart-home and other devices.

Research

- ◇ Independently scoped projects and planned research based on discussions with cross-functional teams, while evangelizing a user-centered approach in research, analysis, and design of product features.
- ◇ Developed long-term research plans to evaluate novel input technologies before they were available in production, using prototype hardware, custom data collection applications, and a range of methods to explore interactions. Results and findings from these studies provided significant value to research, engineering, and sales teams over the course of several years, driving product improvements and increased sales to OEM customers.
- ◇ Performed primary research using a variety of methods and conducted comparative usability studies of competitive technologies to evaluate performance and create compelling and innovative user experiences. Advised CTO and other executives on potential acquisitions based on findings from UX research.

Design

- ◇ Built prototypes, trade show demos, and data collection applications using Android, Python, and JavaScript.
- ◇ Overcame tight deadlines, minimal proposal guidelines and unreliable hardware to single-handedly create and demo revolutionary concepts that have been developed into intellectual property, including several patents.

Customer Interaction

- ◇ Worked on-site with customers to diagnose and resolve complex usability challenges.
- ◇ Engaged directly with internal and external customers, evaluating demands for specifications and features and delivering presentations that supported alternative solutions based upon application of concrete end-user data.
- ◇ Organized annual Hackathon events with hundreds of participants at offices around the world.

EDUCATION

Carnegie Mellon University

Master of Human-Computer Interaction

Capstone Project: Research, design, and development for a patient information viewing system working with GE Healthcare. Led the team for user research and usability testing phases.

University of California San Diego

Bachelor of Science, Cognitive Science (Specialization in Human-Computer Interaction)

Honors Program: Research on input devices & interaction techniques for mobile phone interaction on public displays.

PUBLICATIONS

Using a Mobile Device Fingerprint Sensor as a Gestural Input Device by Anna Ostberg, Mohamed Sheik-Nainar, and Nada Matic. In Proceedings of the 2016 CHI Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA '16). DOI:<https://doi.org/10.1145/2851581.2892419>

Hover Cursor: Improving Touchscreen Acquisition Of Small Targets With Hover-enabled Pre-selection by Anna Ostberg and Nada Matic. In Proceedings of the 33rd Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA '15). DOI:<https://doi.org/10.1145/2702613.2732903>.

Two-level Force Input on TouchPad and the Effects of Feedback on Performance by Mohamed Sheik-Nainar, Anna Ostberg and Nada Matic. In Proceedings of the Human Factors and Ergonomics Society Annual Meeting 2013, 57(1), pp. 1052–1056. DOI: <https://doi.org/10.1177%2F1541931213571234>.