

# P. David Cress

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Baltimore, MD 

## UX Researcher

Accessibility driven early career UX researcher with 2 years of user research experience, dedicated to promoting inclusivity and equity through the application of an empathetic and user-centric approach to user research.

## Work Experience

### UX Researcher

[Independent Consultant](#)

2022 - Present

As an independent UX Researcher, I employ qualitative and quantitative user research methods to craft inclusive user experiences and inform design decisions. To create inclusive user experiences I prioritize accessibility and usability when leveraging research insights. I specialize in user research studies, information architecture studies, interface design, usability testing, and accessibility audits.

## Projects

### UX Researcher

[University of Maryland Global Campus Library](#)

Spring 2024

In this project, I am undertaking a tree study to collect feedback on the the information architecture of the [University of Maryland Global Campus library](#) website. Using Optimal Workshop, I conducted a tree study with 40 participants to identify user pain points within the site's navigation and provide an improved recommended IA.

### UX Researcher

[DizzyDX](#)

Fall 2022

In this client project, I co-led a usability study aimed at improving a digital platform aimed at assisting physical therapists in diagnosing dizziness-related ailments and serving as an educational resource for students. The study consisted of 15 remote usability tests of the platform and providing recommendations to improve the final iteration of the platform.

### UX Researcher & Designer

[Dustloop - BlazBlue: CentralFiction](#)

Spring 2022

In this passion project, I am undertaking the redesign of [Dustloop's BlazBlue wiki](#) website, a community-managed platform encompassing a diverse array of fighting video games. As an active visitor of the site, I recognized the platform was lacking in accessibility. These concerns included lackluster responsive design and navigation. From conducting a series of user interviews, I gathered insights to inform the development of a high-fidelity prototype that prioritizes navigation and the overall user journey.

## Certifications

### Foundations of User Experience Design

[Google UX Design Professional Certificate](#)

May 2023

## Education

### B.S. in Web & Digital Design

**Specialization: UX Design & Research**

[University of Maryland - Global Campus](#)

2019 - 2025 (Projected)

## Skills & Competencies

A/B Testing

Accessibility Audits

Card Sorting Studies

Heuristic Analysis

Java

JavaScript

Journey Mapping

Leveraging Artificial Intelligence for UXR

Low and High-Fidelity Prototyping

Market Research

Python

Qualitative & Quantitative Analysis

Research Repositories

Surveys

Tree Studies

Usability Testing

User Flows

User Interviews

User Personas

Wave

WCAG & ADA Compliance

Wireframing

## Tools

Figma | Axure RP | Adobe XD | Premiere Pro

Photoshop | Miro | Dovetail | Illustrator

Basecamp | Balsamiq | Qualtrics | Trello

Siteimprove | Optimal Workshop

## Interests

Graphic Design | UX Design | Illustration

Music | Video Games | Comic Books