

# GABBI LABORWIT

## UX Researcher

(with a background in HCI, programming, and psychology)

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### Education

#### Carnegie Mellon University

MASTER OF  
HUMAN-COMPUTER INTERACTION

Graduated August 2021

#### Bucknell University

BACHELOR OF ARTS IN  
COMPUTER SCIENCE

Minor, Cognitive Psychology

Magna Cum Laude

Graduated May 2020

### Skills

Interviewing, surveys, think aloud, usability testing, contextual inquiry, pop up research, diary studies

Prototyping, storyboarding, affinity diagramming, augmented reality, virtual reality

UserTesting, UserZoom, UserInterviews, Figma, Alida, HTML, CSS, React

### Honors, Awards, and Publications

"ALTERING THE SPEED OF REALITY?: EXPLORING VISUAL SLOW-MOTION TO AMPLIFY HUMAN PERCEPTION USING AUGMENTED REALITY", AUGMENTED HUMANS CONFERENCE

March 2020

BUCKNELL COMPUTER SCIENCE  
OUTSTANDING STUDENT AWARD

Spring 2020

ACM-W SCHOLARSHIP TO ATTEND 2019  
CHI CONFERENCE ON HUMAN FACTORS  
IN COMPUTING SYSTEMS

Spring 2019

DEAN'S LIST, BUCKNELL UNIVERSITY

Fall 2016 – Spring 2020

### Relevant Experience

#### UX Researcher

March 2024 – Present

TUBI (CONTRACT)

Execute UX studies for Product team and other departments to inform design and strategic decisions

Developed and oversee panel of over 9,000 Tubi users, leveraging it to drive and support research initiatives

#### UX Researcher

October 2021 – February 2024

SLING TV AND DISH NETWORK

Conducted user research for various features and pages on the Sling app (2M users), website, and DISH cable TV product

Taught product managers, designers, and other team members how to conduct studies, involving them throughout the research process

Developed UX testing standards, host workshops for Sling and Dish

#### UX Research Lead

February 2021 – August 2021

PANDEMIC PROFESSORS (CMU MHCI CAPSTONE PROJECT)

Led team in research efforts including writing interview guides, conducting research, and analyzing and synthesizing data

#### Research Lead

February 2021 – May 2021

MICROSOFT (CMU BUSINESS CAPSTONE PROJECT)

Guided interdisciplinary team through user research process to build a mixed reality program for fostering 3D workplace collaboration

Directed decisions on research methodology, participant recruitment, interview guide creation, and data synthesis and analysis

#### Data Analytics Intern

Summer 2019

THE CHILDREN'S PLACE

Analyzed CRM data with SQL to refine marketing strategies with personalized incentives

Collaborated with interns and directors from various departments to enhance personalization across app, online, and in-store

#### User Research and Development Intern

Summer 2018

LMU MUNICH HUMAN-CENTERED UBIQUITOUS MEDIA LAB

Developed program for Microsoft's HoloLens device to slow down time in an augmented reality setting, conducted usability study

Conducted user study on program features, ease of use, and level of benefit