

MICHAEL J. CRITES

OBJECTIVE

UX researcher with over a decade of experience applying human factors, psychological, and human-centered design principles to make products and services desirable, usable, safer, and more efficient.

PROFESSIONAL EXPERIENCE

SENIOR UX RESEARCHER

JUNE 2020 - PRESENT

Amazon

- Primary researcher for the Delivery Experience (DEX) Design team.
- Responsible for all pre- and post-delivery information across the end-to-end customer journey for all markets world wide.

SENIOR UX RESEARCHER

OCTOBER 2018 - JUNE 2020

Resideo Technologies

- Lead researcher for the Total Connect 2.0 connected home app, and our new lines of smart home security products and connected thermostats.
- Responsible for conducting all usability tests, field tests, cognitive walkthroughs, and heuristic evaluations for all incoming designs and new product integration.
- Conducted all hardware and software evaluation, writing and evaluating installation instruction copy, and designing and analyzing all alpha and beta testing surveys.
- Independently designed and executed on-site research protocols to understand diverse connected home user groups across multiple countries.

UX RESEARCHER

JUNE 2014 - OCTOBER 2018

Honeywell Inc.

- Lead researcher for the Honeywell Home app, video doorbells, indoor/outdoor video cameras, and connected thermostats.
- Developed and executed an iterative test plan and leveraged results to design a novel in-app configuration experience that resulted in a 300% improvement of thermostat installation success.
- Independently created and analyzed nationwide surveys to evaluate customer needs and pain points for an air filter replacement program that resulted in a product launch.
- Planned and moderated country-wide in-person contextual inquiry interviews to evaluate gas detection devices.

RESEARCH ASSISTANT & INSTRUCTOR

AUGUST 2010 - MAY 2018

Georgia Tech & Texas Tech University

- Conceptualized, designed, and conducted over ten studies analyzing individual and team motor coordination.
- Set up, programmed, and managed the motion-capture software suite and lab facility.
- Developed novel eye-tracking data collection methods and analysis techniques.
- Managed and mentored over 15 undergraduate students.
- Taught undergraduate- and graduate-level statistics, research methods, psychology, and human factors courses.

EDUCATION

Ph.D. Experimental Psychology: Human Factors

Texas Tech University | May 2018

Dissertation Topic: Speed differences during two-handed tasks: Bimanual versus intermanual coordination and the effect of practice

Advisor: Dr. Jamie C. Gorman

M.A. Experimental Psychology: Human Factors

Texas Tech University | August 2013

B.S. Psychology

University of Central Florida | May 2010

SKILLS

- Usability Testing
- Survey Design
- Heuristic Evaluation
- Cognitive Walkthrough
- UserTesting.com
- Optimal Workshop
- SurveyMonkey
- Morae
- Xd
- Eye-Tracking
- Visual Occlusion
- Motion-Capture
- Task Analysis
- Statistics
- Experimental Design
- MatLab
- SPSS

CERTIFICATES

Nonlinear Methods for Psychological Sciences

American Psychological Association
June 2013

Annual advanced training institute taught by the University of Cincinnati dept. of Psychology

Courses included quantitative recurrence analysis and cross-recurrence analysis, fractal and multifractal analysis, and power law analysis of data distributions.

PEER-REVIEWED PUBLICATIONS

- Crites, M. J. & Gorman, J. C. (in preparation). Speed differences during two-handed tasks: Bimanual versus intermanual and the effect of practice.
- Werner, A., Gorman, J. C. & Crites, M. J. (2019). Communication of Visual and Auditory Information and the Coordination of Team Task Performance. In Proceedings of the Human Factors and Ergonomics Society 2019 Annual Meeting. Santa Monica, CA: Human Factors and Ergonomics Society.
- Crites, M. J. & Gorman, J. C. (2018). Visuomotor coupling during two-handed tasks: An investigation of bimanual and intermanual coordination. In Proceedings of the Human Factors and Ergonomics Society 2018 Annual Meeting. Santa Monica, CA: Human Factors and Ergonomics Society.
- Crites, M. J. & Gorman, J. C. (2017). Bimanual coupling and the intermanual speed advantage. In Proceedings of the Human Factors and Ergonomics Society 2017 Annual Meeting (pp. 1385–1389). Santa Monica, CA: Human Factors and Ergonomics Society.
- Gorman, J. C., Amazeen, P. G., Crites, M. J., & Gipson, C. L. (2017). Deviations from mirroring in interpersonal multifrequency coordination when visual information is occluded. *Experimental Brain Research*, 1-13.
- Gorman, J. C., & Crites, M. J. (2015). Learning to tie well with others: bimanual versus intermanual performance of a highly practiced skill. *Ergonomics*. 58, 680-697.
- Crites, M. J. & Gorman, J. C. (2013). Learning to tie well with others: bimanual vs. intermanual coordination during shoe-tying. In Proceedings of the Human Factors and Ergonomics Society 2013 Annual Meeting (pp. 1377–1381). Santa Monica, CA: Human Factors and Ergonomics Society.
- Gorman, J. C., & Crites, M. J. (2013). Are two hands (from different people) better than one? Mode effects and differential transfer between manual coordination modes. *Human Factors*, 55, 815-829.
- Crites, M. J. & Gorman, J. C. (2012). Are two hands (from different people) better than one? Transfer between unimanual, bimanual, and intermanual coordination modes. In Proceedings of the Human Factors and Ergonomics Society 2012 Annual Meeting (pp. 1386–1390). Santa Monica, CA: Human Factors and Ergonomics Society.

FAVORITE TELEVISION PROGRAMS

- 30 Rock
- Arrested Development
- Friends
- How I Met Your Mother
- It's Always Sunny in Philadelphia
- Seinfeld
- The West Wing

SELECT PRESENTATIONS

- Crites, M.J., Wheeler, N. J., McIntyre, T. J., & Levulis, S. J. (2019, June). Beyond Magnitude: Dissecting Causes of User Errors for Better Design Recommendations. Poster presented at the User Experience Professional Association International Conference. Scottsdale, AZ.
- Crites, M. J. & Gorman, J. C. (2017, October). Bimanual coupling and the intermanual speed advantage. Paper presented at the Human Factors and Ergonomics Society 2017 International Annual Meeting.
- Crites, M. J. & Gorman, J. C. (2013, October). Learning to tie well with others: bimanual vs. intermanual coordination during shoe-tying. Paper presented at the Human Factors and Ergonomics Society 2013 International Annual Meeting.
- Crites, M. J. & Gorman, J. C. (2013, August). Nonlinear analyses of movement data using cross recurrence measures. Poster presented at the American Psychological Association Annual Convention, Honolulu, HI.
- Crites, M. J. & Gorman, J. C. (2012, October). Are two hands (from different people) better than one? Transfer between unimanual, bimanual, and intermanual coordination modes. Paper presented at the Human Factors and Ergonomics Society 2012 Annual Meeting.

RELEVANT GRADUATE COURSEWORK

- Human Factors in Engineering and Design
- Usability Testing and Research
- Safety Engineering
- Human Factors Psychology
- Human Factors Methodology
- Practicum in Human Factors
- Cognitive Ergonomics
- Work Physiology
- Social Psychology
- Experimental Design
- Perception: Theories and Application
- The Ecological Approach to Human Factors
- Project Management
- Advanced Multivariate Statistics
- Colloquium in Teaching Psychology
- Advanced Correlational Methods and Factor Analysis

PROFESSIONAL AFFILIATIONS

- Human Factors and Ergonomics Society Member | *August 2010 – Present*
- User Experience Professional Association (UXPA) Member | *September 2018 – Present*
- UXPA Minnesota Chapter Member | *June 2014 – Present*
- American Psychological Association (APA) Member | *August 2010 – Present*
- APA – Division 21 Member | *January 2012 – Present*