

REG HUGHES

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UXR Portfolio: reghughes.com | Relocating to Seattle, WA

EXPERIENCE

Qualitative Research Analyst

06/2023 to Present

National Academy of Science and Technology – Remote

- Spearheaded a qualitative user experience study for a mobile application designed to facilitate clinical decision-making, impacting 350+ healthcare practitioners in the designated service area.
- Orchestrated focus group sessions and in-depth interviews involving 30+ end users, applying inductive and deductive coding techniques to analyze data and identify user pain points.
- Translated insights into design and operational strategies, communicating results through succinct reports.

Senior Research Analyst

09/2022 to Present

Center for Integrative and Development Studies – Remote

- Piloted user research using in-depth interviews, surveys, usability testing, and diary studies, to develop electronic health record (EHR) systems for a network of 40 clinics, 4 pharmacies, and 3 diagnostic centers.
- Executed A/B testing and participatory workshops, evaluating user acceptance of 2 product prototypes.
- Collaborated with cross-functional teams to iteratively design and test EHR software updates, achieving a user acceptance rate of over 90% upon deployment.

Research Specialist

12/2021 to 05/2022

National Institutes of Health (PH) – Remote

- Led a quantitative study on the social factors affecting patient acceptance of novel vaccine technologies.
- Mobilized a team of 6 junior researchers in survey execution and statistical evaluation, analyzing over 500 responses to inform strategies aimed at modifying behavioral intent.

Senior Research Specialist

03/2021 to 09/2022

Ph. Primary Care Studies – Remote

- Acted as the lead social scientist for 12 generative and evaluative studies, employing a diverse range of qualitative and quantitative methods like contextual inquiries, focus groups, surveys, and 1:1 interviews.
- Developed a telemedicine workstream, restoring outpatient consults to 89% of pre-pandemic levels.
- Trained and managed a 13-person research team in user recruitment, data management, and reporting.

Science Research Assistant

10/2017 to 02/2021

Ph. Primary Care Studies – Hybrid / Field Site: Metro Manila

- Initiated in-depth interviews with 800+ patients on the accessibility of primary care over 4 research cycles.
- Identified strategies to improve patient and provider satisfaction, authoring 7 peer-reviewed publications.

SKILLS

UX Research Methods: In-depth interviews, focus groups, ethnographies, usability testing, heuristic evaluation, A/B testing, benchmark studies, cognitive walkthroughs, participatory design workshops, concept testing

Analysis: Thematic analysis, journey maps, personas, affinity diagrams, descriptive and inferential statistics

Tools: Qualtrics, UserTesting, NVivo, Atlas.ti, Stata, SPSS, Google Analytics, Airtable, Figma, JIRA, Asana, Miro

EDUCATION

Johns Hopkins University, Master of Health Sciences in Social Factors in Health

University of the Philippines, Bachelor of Arts in Anthropology