jess hohenstein

portfolio | scholar | linkedin | email | phone

UX METHODS

Experimental Design
Statistical Modeling
Benchmarking
Surveys
Data Analysis
Linguistic Analysis
User Interviews
User Testing
Thematic Analysis
Wireframing & Prototyping
User Archetypes & Journey Maps

CODING

R
Python
SQL
HTML/CSS

SOFTWARE

Power BI
Tableau
Figma
Qualtrics

PRESS

Business Insider
The Verge
Vox
Wired
PC Gamer
New Scientist
The Register
Spark Dialog Podcast
The Ladders

COMMUNITY

AUTHOR

Nature Scientific Reports
Human Factors in Computing (CHI) (1)
Human Factors in Computing (CHI) (2)
Computers in Human Behavior (CHB)
Intl System Sciences Conference
Medical Internet Research (JMIR) (1)
Medical Internet Research (JMIR) (2)

REVIEWER

ACM DIS, CHI, CSCW, CHB, ToHRI, JMIR, & more.

EXPERIENCE

OAK RIDGE NATIONAL LAB | Principal UX Researcher

2025 - Present (Senior UX Researcher, 2024 - 2025)

- Built enterprise UX measurement program: recurring UX survey, automated accessibility scans, & Power BI dashboards tracking lab-wide software
- Set UX research strategy across enterprise systems, scientific software, & ORNL.gov; advise teams on metrics, KPIs, & study design; active Q clearance
- Lead lab-wide surveys tracking AI adoption & informing AI integration strategy
- Run mixed methods studies (interviews, user testing, IA evaluation, surveys); deliver prioritized design recommendations

EVENTBRITE | Senior UX Researcher

2022 - 2023

- Built quant research program end to end: 50+ surveys to 1M+ users (15K+ respondents), intake of 1K+ stakeholder questions, Qualtrics consolidation, sampling protocols, & company-wide + marketing shareouts
- Introduced statistical modeling to an org that had none (R, Python; EFA, MANOVA); built longitudinal benchmark + Tableau self-serve dashboard; led research shipping new traffic & conversion report

ROBOTS IN GROUPS LAB | Lead Design Researcher

2020 - 2022 (Senior Design Researcher, 2016 - 2020)

- Led human-AI interaction research via an AI messenger deployed to 2K+ users & 700+ sessions on how AI changes communication & trust
- Analyzed survey data & 13K+ messages with linguistic & statistical methods; wrote 2 grant proposals awarded $100K+
- Directed iterative design research on human-AI teaming: mixed methods studies with 200+ users & a remote AI WoZ experiment paradigm

META | User Experience Researcher

Summer 2018

- Fielded survey of 10K+ users leading to a shipped messaging feature, 14 interviews informing new Buy & Sell Groups experience, & analysis of 170 posts
- Developed user archetypes & journey maps through international fieldwork with small business Page admins in sub-/urban Mexico

MOZILLA | User Experience Researcher (Contract)

2017

- Designed 1.5K-user online experiment showing targeted ad messaging shifts perceived browser performance, resulting in a national ad campaign
- Led benchmarking study of Firefox perceived performance, managing external vendor to run in-lab experiment with 20 users

INTERACTION DESIGN LAB | Design Researcher

2014 - 2017

- Led design thinking workshops, large-scale exploratory mixed methods study, & 3 usability studies resulting in release of mobile health device & app

EDUCATION

2020	Cornell University	PhD in Human-Computer Interaction (HCI)
2018	Cornell University	MS in HCI
2016	Cornell University	MS in Mechanical Engineering
2014	Northeastern University	BS in Mechanical Engineering + Math