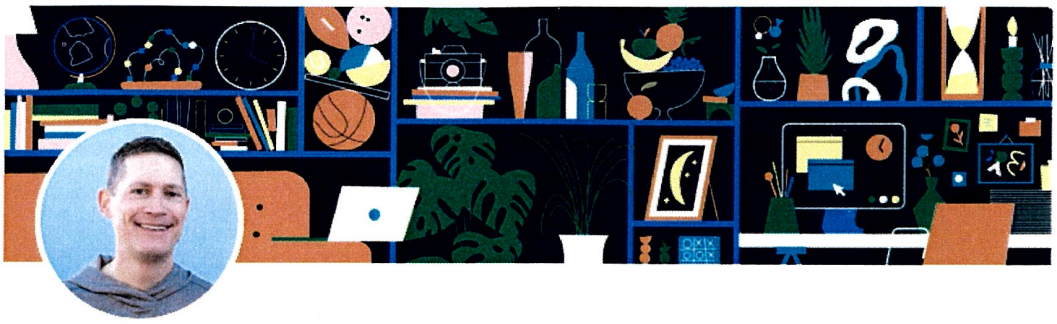
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Case No. 23-1364-IV
PX-04183



Kyle Andrews, PhD (He/Him)

Quantitative UX Researcher

Mountain View, California, United States · **Contact info**

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About

Research lead skilled in designing, implementing, and analyzing custom research projects to guide strategy, launch zero-to-one projects, and elevate user experiences. Expertise in a broad range of quantitative and qualitative research methods, including surveys, experiments, logs analysis, usability testing, in-depth interviews, focus groups, and diary studies. Strong statistical skills with proficiency in SQL and Python.

Activity

1,099 followers

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Kyle Andrews, PhD commented on a post • 1w

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Experience

Staff UX Researcher
Google · Full-time
Jun 2022 - Mar 2024 · 1 yr 10 mos
Mountain View, California, United States

As Sensing and Algorithms UXR Lead, drives collaboration horizontally across multiple product areas and R&D teams on the development of new health technology for future devices. Focused primarily on zero-to ...see more

Python (Programming Language), Emerging Technologies and +1 skill

Instagram
5 yrs 4 mos

Staff UX Researcher
Full-time
Mar 2017 - Jun 2022 · 5 yrs 4 mos
Menlo Park, California, United States

Conducted all phases of user experience research for product teams. Projects included strategic research on underlying psychological needs, drivers of product use, and potential areas for future growth; quick tu ...see more

Questionnaire Design

Meta-Andrews-1
11/19/2024
Jenny L. Griffin, CSR

- **Well-Being Signals and Insights**
  Full-time
  Feb 2021 - May 2022 · 1 yr 4 mos

  Focused on the measurement of user-defined bad experiences to guide company-wide prioritization, assess team progress against holdouts, and develop machine learning models to serve as guardrails for product launches.

  Questionnaire Design

- **Feed and Stories Ranking**
  Aug 2019 - Feb 2021 · 1 yr 7 mos

  Focused on incorporating user intent and preferences into machine learning, by collecting datasets we can use to train models to be better predictors of what people want to see, and how they want to use, the platform.

  Questionnaire Design

Show all 5 experiences →

Adjunct Professor
George Washington University
Aug 2013 - Dec 2020 · 7 yrs 5 mos
Washington, DC

Taught graduate courses focused on understanding target audiences and conducting quality research in the Master of Public Health online program. Courses included Marketing Research for Public Health, Socia ...see more

Director, Applied Cognition
Fors Marsh Group
Sep 2015 - Dec 2016 · 1 yr 4 mos
Arlington, VA

Oversaw the Applied Cognition Division, which focused on research investigating the cognitive processes underlying human reasoning, judgment, and decision-making. Managed teams of researchers conduc ...see more

Questionnaire Design

Barbaricum
2 yrs 1 mo

- **Research Director**
  Oct 2014 - Aug 2015 · 11 mos
  Washington, DC

  Oversaw all research activity at Barbaricum, including managing internal and external researchers and subcontractors. Specific research activities include large-scale online surveys, international field resear ...see more

  Questionnaire Design

- **Senior Research Manager**
  Aug 2013 - Oct 2014 · 1 yr 3 mos

  Questionnaire Design

Show all 20 experiences →

Education

UC Davis Continuing and Professional Education
Python for Data Analysis Professional Concentration
Apr 2024 - Jan 2025

- Introduction to Python Programming (completed)
- Intermediate Python (in progress) ...see more

Python (Programming Language), Microsoft Visual Studio Code and +1 skill

UC San Diego Extended Studies
Database Management Program
Apr 2024

- Introduction to SQL Programming (completed)
- Intermediate SQL Programming (upcoming)...

...see more

SQL, Microsoft SQL Server and +1 skill

Show all 5 educations →

Skills

Jupyter Notebook

UC Davis Continuing and Professional Education

Microsoft Visual Studio Code

UC Davis Continuing and Professional Education

Show all 27 skills →

Publications

Andrews, K. R., Boster, F. J., & Carpenter, C. J. (2012). Persuading in the Small Group Context.
In J. Dillard & L. Shen (Eds.). The SAGE Handbook of Persuasion: Developments in Theory and Practice (2nd ed.).

Show publication

Andrews, K. R., Carpenter, C. J., Shaw, A. S., & Boster, F. J. (2008). The Legitimization of Paltry Favors Effect: A Review and Meta-Analysis.
Communication Reports. 21. 59-69.

Show publication

Show all 8 publications →

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Experience

Staff UX Researcher
Google · Full-time
Jun 2022 - Mar 2024 · 1 yr 10 mos
Mountain View, California, United States

As Sensing and Algorithms UXR Lead, drives collaboration horizontally across multiple product areas and R&D teams on the development of new health technology for future devices. Focused primarily on zero-to-one projects utilizing large language models (LLMs), generative AI, camera vision, and novel hardware sensors.

Led visioning, prototyping, and concept testing for future hardware use cases; research directly influenced leadership decisions and product roadmap. Designed and executed usability studies, facilitated design sprints, and conducted surveys with internal and external audiences for genAI and camera vision experiences; successfully advocated for substantial product changes based on research results, which improved task success, understandability, and sentiment.

Spearheaded UX research for Fitbit Labs, a new space for testing cutting-edge experiences like genAI-powered personalized insights. Collaborated with design to prototype solutions and worked with partner teams across the app to implement.

Conceptualized and executed a large-scale international survey to understand core health information needs among Fitbit consumer segments, influencing product area prioritization efforts. Ran stakeholder interviews with leadership to identify varying perspectives on the future of AI, resulting in a coalesced Wearables and Health AI strategy.

Built and managed in-app tracking surveys and dashboards to measure sentiment about the legacy Fitbit app, as well as the beta and production versions of the redesigned Fitbit app that launched in 2023. Also built multiple iterations of surveys and dashboards to measure the identity migration process from Fitbit accounts to Google accounts.

Mentored other researchers by developing and presenting training on survey development and analysis; assisting others with survey questionnaire development, vendor management, and logistics; and providing analysis guidance.

Skills: Python (Programming Language) · Emerging Technologies · Questionnaire Design

Instagram
5 yrs 4 mos

- **Staff UX Researcher**
  Full-time
  Mar 2017 - Jun 2022 · 5 yrs 4 mos
  Menlo Park, California, United States

  Conducted all phases of user experience research for product teams. Projects included strategic research on underlying psychological needs, drivers of product use, and potential areas for future growth; quick turnaround UX studies to evaluate the effectiveness and usability of design prototypes; and international research trips to understand how culture and different competition landscapes influence product perceptions and use.

  Skills: Questionnaire Design

- **Well-Being Signals and Insights**
  Full-time
  Feb 2021 - May 2022 · 1 yr 4 mos

  Focused on the measurement of user-defined bad experiences to guide company-wide prioritization, assess team progress against holdouts, and develop machine learning models to serve as guardrails for product launches.

  Skills: Questionnaire Design

- **Feed and Stories Ranking**

Aug 2019 - Feb 2021 · 1 yr 7 mos

Focused on incorporating user intent and preferences into machine learning, by collecting datasets we can use to train models to be better predictors of what people want to see, and how they want to use, the platform.

Skills: Questionnaire Design

- **Feed**
  Oct 2017 - Jul 2019 · 1 yr 10 mos

  Highlights included foundational research on the mental models people have for how Feed works, and leveraging that into support for prototypes to increase people's control and sense of place. Examples that shipped included new feed refresh rules, the "you're all caught up" notice, mute functionality, and revised seen state definitions.

  Skills: Questionnaire Design

- **Explore**
  Mar 2017 - Sep 2017 · 7 mos

  Highlights included conducting foundational research on the use cases (and related pain points) for Explore and how those use cases intersect with the rest of the app, as well as early-stage ideation and prototype testing of topic tabs within Explore, hashtag following, and post-chaining.

  Skills: Questionnaire Design

Adjunct Professor
George Washington University
Aug 2013 - Dec 2020 · 7 yrs 5 mos
Washington, DC

Taught graduate courses focused on understanding target audiences and conducting quality research in the Master of Public Health online program. Courses included Marketing Research for Public Health, Social Marketing, and Social and Behavioral Approaches to Health.

Director, Applied Cognition
Fors Marsh Group
Sep 2015 - Dec 2016 · 1 yr 4 mos
Arlington, VA

Oversaw the Applied Cognition Division, which focused on research investigating the cognitive processes underlying human reasoning, judgment, and decision-making. Managed teams of researchers conducting user experience, behavioral economics, and customer satisfaction research, in contexts such as financial literacy, privacy and security, education, and health.

Worked closely with clients to understand business issues and define research questions; design, execute, and analyze studies; and report findings and recommendations. User experience projects ranged from formative research on audience needs and perceptions, iterative usability testing of early and late stage prototypes, and evaluative testing of products and services for clients such as Facebook, Citizens Bank, Anthem, the Consumer Financial Protection Bureau, National Institute of Standards and Technology, Army National Guard, and U.S. Department of Education.

Skills: Questionnaire Design

Barbaricum
2 yrs 1 mo

- **Research Director**
  Oct 2014 - Aug 2015 · 11 mos
  Washington, DC

  Oversaw all research activity at Barbaricum, including managing internal and external researchers and subcontractors. Specific research activities include large-scale online surveys, international field research, telephone surveys, focus groups, virtual focus groups, in-depth interviews, online dashboard development, and database management.

  Projects included a quantitative audience segmentation of Veterans utilizing the VA healthcare system, with an emphasis on access to care, for the VA Veterans Transportation Program; a large-scale international program evaluation of the Afghanistan prison system; and customer satisfaction research for U.S. Citizenship and

Immigration Services.

Skills: Questionnaire Design

Senior Research Manager
Aug 2013 - Oct 2014 · 1 yr 3 mos

Skills: Questionnaire Design

Strategist
LJS Strategic Research (Leo J. Shapiro & Associates)
Aug 2012 - Jul 2013 · 1 yr
Chicago, IL

Executed research projects that developed, refined, and launched new products, programs, and services in a wide variety of fields, including energy, transportation, and retail. Projects included online surveys, experimental designs, focus groups, in-depth interviews, and secondary research.

Example projects included working with a major paint retailer to understand how customers choose paint colors and design a new in-store display that decreases anxiety and increases purchase decisions, researching preferred next-generation vehicle fuels among facility managers for a small task-oriented vehicle manufacturer, and understanding psychographics of likely buyers for a developer of a new high-rise in Chicago.

Skills: Questionnaire Design

Assistant Professor
Northern Illinois University
Aug 2009 - Aug 2012 · 3 yrs 1 mo
DeKalb, IL

Conceptualized, designed, collected, and analyzed a variety of research projects, including experimental laboratory designs, field studies, online surveys, scale development and validation studies, and in-depth interviews.

Published multiple articles in peer-reviewed social science journals and books, as well as presented research at national and international conferences, on topics such as attitude and behavior change, decision-making, compliance-gaining, and diffusion of innovations.

Developed and taught multiple undergraduate and graduate courses on topics such as persuasion, compliance-gaining, diffusion of innovations, health and environmental campaigns, organizational communication, and business writing.

Skills: Questionnaire Design

Graduate Assistant
Michigan State University
Aug 2005 - Aug 2009 · 4 yrs 1 mo
East Lansing, MI

Developed expertise in a wide range of data analysis methods, including multiple regression, logistic regression, analysis of variance, hierarchical linear modeling, structural equation modeling, factor analysis, log-linear modeling, and meta-analysis. Research methods used included scale development and validation, experimental laboratory designs, survey research, field studies, case studies, interviews, and focus groups.

Conducted research on a wide variety of topics in the fields of interpersonal influence and decision making, such as the study of influential network members and the ways they can be used to diffuse behavior change through populations; individual decision-making in interdependent social dilemma situations; and compliance-gaining.

Skills: Questionnaire Design

U.S. Department of Energy
3 yrs 1 mo
Washington, DC

Government Affairs Intern
Greater Syracuse Chamber of Commerce

May 2002 - Jul 2002 · 3 mos
Syracuse, NY

Researched and monitored legislative issues of importance to the Syracuse business community and provided updates to the Chamber and constituents via newsletter articles, issue alerts, and press releases.

Helped plan 2002 New York Day, an annual event where members of the Syracuse business community travel to Washington, DC to meet with their Congressional representatives. Activities included writing press releases, newsletter articles, coordinating attendance among Congressional representatives, and making press calls.

Public Relations Intern
American Red Cross of Central New York
Sep 2001 - Dec 2001 · 4 mos
Syracuse, NY

Helped plan and implement the local chapter communications response to the Sept. 11 terrorist attacks. Work included producing brochures and flyers detailing the American Red Cross response as well as press releases and letters to the editor dealing with relief efforts, corporate partnerships, and training courses.

Writing Intern
Brecker & Merryman, Inc.
Jun 2000 - Aug 2000 · 3 mos
New York, NY

Employed in a writing/consulting capacity for human resource management consulting firm specializing in university recruiting. Wrote university recruiting brochures, produced campus presentations, developed text for recruiting websites, and created advertisements for multiple Fortune 100 companies. Conducted focus groups and secondary research to develop strategic positioning and uncover branding themes.

Public Affairs Intern
Warner Lambert
May 1999 - Aug 1999 · 4 mos
Morris Plains, NJ

Conducted research and wrote material for the reputation management and speechwriting groups, electronic news sources, internet and intranet sites, on-site news channel, print publications, and university recruitment materials. Performed benchmarking studies for reputation management group on CEO personality and behavioral traits.

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← Education

UC Davis Continuing and Professional Education
Python for Data Analysis Professional Concentration
Apr 2024 - Jan 2025

- Introduction to Python Programming (completed)
- Intermediate Python (in progress)
- Python for Data Analysis (upcoming)
- Introduction to Machine Learning with Python (upcoming)
- Data Structures, Data Mining with Python (upcoming)

Skills: Python (Programming Language) · Microsoft Visual Studio Code · Jupyter Notebook

UC San Diego Extended Studies
Database Management Program
Apr 2024

- Introduction to SQL Programming (completed)
- Intermediate SQL Programming (upcoming)
- Advanced SQL Database Management Concepts (upcoming)
- LEAN Thinking for Big Data Analytics (upcoming)

Skills: SQL · Microsoft SQL Server · SQL Server Management Studio

Michigan State University
PhD, Communication

Syracuse University
MS, Public Relations

University of Notre Dame
BA, Program of Liberal Studies, English

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← Publications

Andrews, K. R., Boster, F. J., & Carpenter, C. J. (2012). Persuading in the Small Group Context.
In J. Dillard & L. Shen (Eds.), The SAGE Handbook of Persuasion: Developments in Theory and Practice (2nd ed.).

Show publication

Andrews, K. R., Carpenter, C. J., Shaw, A. S., & Boster, F. J. (2008). The Legitimization of Paltry Favors Effect: A Review and Meta-Analysis.
Communication Reports, 21, 59-69.

Show publication

Andrews, K. R., Silk, K. J., & Eneli, I. (2010). Parents as Health Promoters: A Theory of Planned Behavior Perspective on the Prevention of Childhood Overweight and Obesity.
Journal of Health Communication, 15, 95-107.

Show publication

Boster, F. J., Carpenter, C. J., Andrews, K. R., & Mongeau, P. A. (2012). Employing Interpersonal Influence to Promote Multivitamin Use.
Journal of Health Communication, 27, 399-407.

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Boster, F. J., Kotowski, M. R., Andrews, K. R., & Serota, K. (2011). Identifying Influence: Development and Validation of the Connectivity, Persuasiveness, and Maven Scales.
Journal of Communication, 61, 178-196.

Show publication

Carpenter, C. J., Boster, F. J., & Andrews, K. R. (2012). Functional Attitude Theory.
In J. Dillard & L. Shen (Eds.), The SAGE Handbook of Persuasion: Developments in Theory and Practice (2nd ed.).

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Carpenter, C. J., Kotowski, M. R., Boster, F. J., Andrews, K. R., Serota, K. S., & Shaw. A. S. (2009). Do Superdiffusers Argue Differently? An Analysis of Argumentation Style as a Function of Diffusion Ability.
Argumentation and Advocacy, 45, 151-170.

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Silk, K. J., Kingsley-Westerman, C., Strom, R., & Andrews, K. R. (2008). The Role of Patient-centeredness in Predicting Compliance with Mammogram Recommendations: An Analysis of the Health Information National Trends Survey.
Communication Research Reports, 25, 131-144.

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