

Matthew Peel

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Education

MS, Human Factors and Ergonomics

May 2021

San Jose State University

Thesis Advisor: Dr. Evan Palmer

BA, Psychology

Dec 2013

California State University, Sacramento

Research Experience

Research Assistant, NASA Ames Research Center

Sep 2020- Present

SJSU Research Foundation

- Human Factors research assistant for the Airspace Operations Lab investigating the integration of increasingly autonomous, remotely piloted cargo aircraft into the national airspace
- Analyzed and drafted documentation for remotely conducted, exploratory bow tie analysis tabletop study
- Part of a team developing concept of operations documentation and designing human in the loop simulations studies

Research Assistant, Toyota Boshoku

Mar 2020- Oct 2020

SJSU Research Foundation

- Part of a remote, interdisciplinary team of Human Factors, Industrial Engineering, Industrial Design and Occupational Therapy students working in conjunction with academic and industry professionals on an autonomous vehicle concept project
- Project management role overseeing development of project evaluation tools
- Responsible for conducting user research and the design of accompanying mobile application
- Provided Human Factors backed insights and recommendations to engineering and design teams

Graduate Research Assistant, Volunteer

Sept 2020- Present

Learning, Attention, Vision and Application (LAVA) Laboratory,

Directed by Dr. Evan Palmer

- Developing graduate thesis investigating road hazard perception while operating an autonomous vehicle
- Recruited participants and collected data using Matlab and Qualtrics for research involving the perception of warning labels on demonstration medication
- Cleaned and analyzed NASA TLX data measuring workload of multi modal distractions while maintaining awareness in an autonomous vehicle

Graduate Research Assistant, Volunteer

Sept 2020- Present

Virtual Environments, Cognition and Training (VECTR) Laboratory

Directed by Dr. David Schuster

- Assisted with brainstorming, and card sorting as part of a research grant concerned with the development of accurate mental models of cyber security professionals in order to better develop training procedures

Publications

Palmer, E. M., Acorda, N. A., Fouquet, S. D., Mabie, D. J., Peel, M. A., and Ilag, S. A. (2020, May). Perception of demonstration medication warning labels. Poster accepted for presentation at the 2020 Annual Meeting of the Vision Sciences Society (VSS); May 16, 2020; St. Pete Beach, FL.

Conference Presentations

Peel, M.A., Daugherty, L., Signh, H. (2020, May). Positive.ly Mobile Mental Health: Project Presentation and Defense [Conference Presentation]. International Symposium on Human Factors and Ergonomics in Health Care - Virtual Conference (HCS); May 19, 2020.

Awards and Honors

First Place, Student Design Competition *May 2020*
Positive.ly: Mobile Mental Health- 2020 International Symposium on Human Factors and Ergonomics in Health Care

Academic Excellence *May 2020*
Pi Kappa Phi Honors Society

Certifications

CareerFoundry *Jun 2019*
UX Certification Program, mentored by a professional with over 25 years in the field of user experience design. 400+ hours intensive UX course.

Interaction Design Foundation *Mar 2018*
Courses: UX introduction, conducting usability tests, user research, interaction design for usability and gestalt psychology.

Work Experience

Designer/ Operations Manager *Aug 2018- Aug 2019*
Teamworx Team Building

- Utilized UX principles to design new team building experiences, the most recent of which was debuted at the 2019 Salesforce Leadership Summit
- Used Human Factors best practices to create detailed instruction pages and diagrams that allowed non-technical teams to consistently build complex, 500+ piece RC robots

Assistant Manager *Jan 2015- Jan 2018*
Enterprise Rent-A-Car - Graduate of Business Management Training Program

- Gained an intimate understanding of the automotive and transportation industry
- Mastered leadership and business management skills essential for communicating with stakeholders in applied Human Factors setting
- Gained strong leadership, critical thinking and teamwork competencies that are essential to function in dynamic, multidisciplinary teams

Professional Associations

Human Factors and Ergonomics Society
SJSU HFE Student Chapter

Skills

UX Research

Usability Testing - In person and remote

Research and experimental design

Data analysis using Excel, SPSS, and Minitab

Interaction Design and Prototyping (Sketch, XD, Axure, Balsalmiq, InVision, Flinto, etc)

HTML/CSS

Remote Team Work

References

Dr. Anthony Andre, Founding Principal: Interface Analysis Associates, HCS Symposium Co-Chair, Adj. Professor Human Factors.
San Jose State University
(408) 966 - 9355
800usability@gmail.com

Dr. Evan Palmer, Director of LAVA LAB, Professor Cognitive Psychology and Human Factors.
San Jose State University.
(408) 406 - 2443
evan.palmer@sjsu.edu

Dr. Lou Freund, Prof. Emeritus, Industrial and Systems Engineering SJSU; Founder and former director, Graduate Program in Human Factors and Ergonomics Department, (Retired), Currently Co-Advisor on Toyota Boshoku Research Project.
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