

Matthew G. Evans, M.S.

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UX EXPERIENCE

Usability Studies: Venmo Mobile App and UCSC Transfer Admissions Website

Portfolio: mattevens.sites.ucsc.edu/ux-portfolio

Designed and conducted usability studies utilizing semi-structured interviews and A/B prototype testing, leading to a 100% success rate in users locating key information in one click on improved prototypes

Collected and analyzed user data through in-lab tasks, identifying pain points such as confusing navigation and large blocks of text, which hindered access to critical information for the majority of users

Identified design issues, including violations of aesthetic minimalism and error prevention, and implemented solutions that reduced user clicks to accurately locate information by over 75%

Communicated research findings and actionable design recommendations to stakeholders, leading to proposed changes aimed at improving usability by breaking down information into simple, digestible steps

RESEARCH EXPERIENCE

Research Scientist, Cognitive Psychology | UC Santa Cruz

01/2019 - Present

Designed and conducted experimental studies on visual and auditory perception using a variety of research methods with human participants

Utilized experience sampling to analyze involuntary musical imagery (INMI) and its relation to absolute pitch; conducted quantitative analyses using MATLAB (Rayleigh's tests, t-tests, regressions, correlations)

Investigated the impact of working memory load on INMI episodes using observational causal inference, employing within-groups ANOVAs and post-hoc analyses in MATLAB

Human Factors Research Intern | Air Force Research Laboratory

Summer 2024

Assisted in the creation of a novel mathematical model that captures the interactive effects of mind-wandering, involuntary musical imagery, and attentional processes in an n-back task

Identified connections between my work and the Air Force's mission and initiated a project to help inform the Air Force's needs around their understanding of mind-wandering

PUBLICATIONS AND DELIVERABLES

Peer-Reviewed Articles and Conference Talks

Evans, M. G., Gaeta, P., & Davidenko, N. (2024). Absolute pitch in involuntary musical imagery. *Attention, Perception, & Psychophysics*, 1-12.

Absolute Pitch in Involuntary Musical Imagery, *ICMPC17-APSCOM7, Tokyo, Japan*

Looping in your head: A Corpus Analysis of Sung "Earworm" Fragments, *ICMPC17-APSCOM7, Tokyo, Japan*

The Systematic Impact of Cognitive Load on Involuntary Musical Imagery, *SMPC2024, Banff, Alberta*

EDUCATION

Anticipated Graduation Date: 06/26

Ph.D., Cognitive Psychology - *University of California, Santa Cruz*

06/23

M.S., Cognitive Psychology - *University of California, Santa Cruz*

06/20

B.S., Cognitive Science - *University of California, Santa Cruz*