

# Llewyn Paine, Ph.D.

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## Professional Experience

Disney Media & Advertising Lab

September 2010 - present

### Research Fellow

I design, implement, analyze, and report studies for major network clients including ESPN and ABC. Common research questions include user experience and ad effectiveness on web, mobile, TV, and interactive TV platforms, with some generative and ethnographic research questions as well. I've employed a variety of research methods including multivariate testing, questionnaires (post-task & post-test), response time/implicit association measures, eye tracking, task/performance metrics, think-aloud, free response, focus groups, and playtesting.

Center for Perceptual Systems, University of Texas at Austin

February 2005 - July 2010

### Graduate Research Assistant

I managed a five-year research project investigating aspects of perception, memory, attention, and information organization. I designed and programmed 80+ experiments, recruited and tested hundreds of participants, and analyzed their data. The outcome was a reliable behavioral test that can be used to objectively show where people perceive natural breaks in information flow. Additional projects focused on reaction time, object perception, trackball movement, and visual search.

*Prior employment history available at llewyn.com*

## Education

University of Texas at Austin

Ph.D., Cognitive Psychology

August, 2010

B.S., Psychology (*With highest honors*)

August, 2005

B.A., Special honors in Plan II interdisciplinary honors program, second major French (*With highest honors; Phi Beta Kappa*)

May, 2005

## Skills

### Research Methods

- › Psychological techniques
- › Eye tracking
- › Response time/implicit measures
- › Brand/advertising research
- › Generative research

### Usability/User

#### Experience Testing

- › Comparative testing
- › Performance metrics
- › Questionnaires
- › Think-aloud
- › Heuristic evaluations
- › Continuous ratings
- › Playtesting

### Participant Interaction

- › Session moderation
- › Focus groups
- › Test administration

### Study Management

- › Study design/planning
- › Project management
- › Client meetings
- › Oral & written reporting

### Data Analysis

- › Statistical analysis (traditional and resampling-based)
- › Coding and abstraction of qualitative data

### Other

- › Phonetic transcription
- › Treasurer, Austin UPA
- › Recording for the blind

## Specialized Knowledge

### Psychology

- › Cognition
- › Perception
- › Ecological considerations

### Software & Programming Languages

- › MATLAB
- › SPSS
- › Qualtrics
- › Tobii Studio
- › BIOPAC AcqKnowledge
- › StudioCode
- › DirectRT
- › SuperLab

### Hardware

- › Tobii T60 Eye Tracker
- › Mirametrix S1 Eye Tracker
- › ASL Mobile Eye

## Selected Publications

Paine, L., & Gilden, D. (2011). *Construction of a meter for the detection of boundaries in event perception*. Manuscript in preparation.

An, S.-K., & Paine, L. (2011). *Character credibility enhances educative effects of entertaining television drama*. Manuscript under review.

Paine, L. (2010). *Modulation of Implicit Memory in Temporal Grouping*. (Doctoral dissertation). ProQuest digital dissertations. (Accession Order No. AAT 3429009)