

# EMILY NEUHOFF, PHD

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## SUMMARY

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Accomplished UX researcher with a PhD in experimental psychology and over 7 years of professional experience in user interface testing, app development, and data-driven decision making. Expert in employing advanced research methodologies and statistical tools to drive product improvements and user satisfaction. Eager to leverage extensive skills in experimental design and UX development to lead strategic user research projects.

## PROFESSIONAL EXPERIENCE

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**Nielsen, Columbia, MD** Sept 2022-Present  
Lead UX Researcher, Data Science, Audio

- Lead the UI development and comprehensive overhaul of a major web application, enhancing personalization and optimizing user experiences
- Collaborate with a team of data scientists, web developers, and engineers, managing over 10 large-scale, AI-enhanced UI tests annually to refine user interactions
- Conduct extensive UX research including over 75 UI tests and more than 30 qualitative and quantitative studies annually, employing advanced large language models and AI for user feedback analysis.
- Work closely with product leaders to integrate AI-driven analytics into product strategies, aligning UX research activities with business goals for enhanced product enhancements.

**Nielsen, Columbia, MD** Aug 2019-Sept 2022  
Senior Data Scientist, UX Researcher, Audio

- Designed and managed comprehensive user research initiatives including advanced eye-tracking studies and nationwide A/B tests
- Synthesized research data into actionable insights, impacting product design and user experience strategies.
- Developed and led improvements in survey methodologies and sampling procedures, incorporating innovative research techniques that boosted data reliability and operational efficiency.

## EDUCATION

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**Southern Illinois University, Carbondale, IL** May 2020  
PhD in Experimental Psychology

**Southern Illinois University, Carbondale, IL** Dec 2016  
Masters in Applied Psychology

## PATENTS

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Neuhoff, Emily. 2023. METHODS AND APPARATUS TO DETERMINE HEADPHONE ADJUSTMENT FOR PORTABLE PEOPLE METER LISTENING TO ENCODED AUDIO STREAMS. United States Patent 11,601,701, filed September 27, 2022, and issued March 7, 2023.

Neuhoff, Emily. 2022. METHODS AND APPARATUS TO DETERMINE DIGITAL AUDIO AUDIENCE REACH ACROSS MULTIPLE PLATFORMS. United States Patent 63,172,369 filed April 11, 2022. Patent pending