



Cory Lebson, M.B.A., M.A.

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Background & Objective

Starting in 1994, I progressed from a junior UX research consultant role to that of director / senior consultant focused on leading projects, managing small teams, and helping with corporate decision making.

Since 2008, I have continued my UX journey as a principal research consultant and small business owner, leading projects for a variety of clients and managing small teams of staff and contractors.

Who am I?

- **Experienced user research practitioner** with over two decades in the field and **keen business skills**
- **Knowledgeable consultant** who has worked with [120 organizations](#)
- **Manager of staff and projects** with routine success at management of time, scope and budget
- **Dynamic trainer, presenter and frequent speaker** to audiences of all types ([recent talks](#))
- **Prolific writer** ([recent publications](#)) and author of [The UX Careers Handbook Second Edition](#)
- **A frequent work traveler who enjoys variety** of place, of people, of backgrounds and of activities
- **Builder of UX community** (and past president of UXPA International) with a massive global UX network

Experience

Lebsontech LLC

2008 - Present | *Principal UX Research Consultant*

A typical Lebsontech project includes 2 staff members with a range of 1 to 5 people (including management of Lebsontech staff, contractors and sometimes client staff). A typical project-based contract often includes \$15,000 - \$40,000 for labor hours with contracts ranging in size from about \$1,000 on the lower end to a little over \$1 million for a multi-year effort.

Lebsontech has remained extremely profitable with exceedingly low operating costs as I have leveraged my business and financial acumen.

Typical UX-related activities include:

- **Strategy meetings** as well as informal strategic discussions
- **Design critique workshops and expert (heuristic) reviews:** usability, information architecture, content analysis, search engine optimization
- **Preliminary research and requirements gathering:** interviews, documentation reviews, competitive analyses
- **Exploratory research** such as ethnographic studies and contextual inquiries
- **Usability testing** anywhere (in-person or remote) at any point in the development process
- **Agile and SAFe-based lean research** working within a Scrum framework
- **Accessibility** (W3C WCAG 2.0 and Section 508) reviews and training (DHS Trusted Tester Certification)
- **Focus groups** related to websites and technology
- **Reporting findings and design recommendations** as slides, docs, videos, personas, journey maps & meetings
- **Card sorts** including both online and offline efforts, creation and analysis of dendrograms
- **Survey design and analysis of data** (including powerful Excel skills plus some use of statistical software)
- **Classroom training and talks about topics** related to both methods and careers
- **Staff mentorship** with hands-on training and long-term guidance and support
- **Support of UX hiring** by defining needs and positions, developing job descriptions and reviewing candidates
- **Creation, facilitation and promotion** of public and private UX-oriented events

→ Explore details on longer-term Lebsontech clients and projects via my [LinkedIn profile](#).

K12, Inc.

2007 - 2008 | Director, Usability & Market Research

- Managed staff and external vendors
- Advocated for usability and user research throughout the company
- Oversaw research studies of distance learning products
- Drafted RFPs and managed vendors for satisfaction surveys that required third-party validation
- Involved with all aspects of survey design, implementation, analysis and reporting

CSC Consulting

2007 | Senior Consultant & Usability Engineer

- Full-time on a 6-month contract to convert TN3270 “green screens” into a web-based enterprise application.
- Managed user experience activities for “batch processing” portion of project including regular meetings with business and architecture teams, requirements gathering, heuristic reviews, and iterative wireframe creation.

UserWorks, Inc.

2004 - 2007 | Director & Senior Usability Consultant

- Started in 1994 as undergraduate intern, then functioned as staff human factors engineer, and later as a contractor before coming back full-time from 2004-2007; contracted usability projects since 2008
- Managed projects involving user research, information architecture, SEO and web analytics
- Member of the management team: company operations, client relations and business development
- Responsible for internal IT operations: management of IT team, usability labs and staff support
- Developed and managed 40,000-person recruitment and reminder system

Recent Publications (Selected recent publications: Book, video trainings and articles)

- **Book:** *The UX Careers Handbook Second Edition*. New York: CRC Press (Taylor & Francis Group), 2022.
- **Video training:** “[Planning a Career in User Experience – Second Edition](#).” *LinkedIn Learning*, 2023.
- **Video training:** “[Using AI in Research Projects](#).” *LinkedIn Learning*, 2023.
- **Video training:** “[Conducting Remote Research Sessions](#)..” *LinkedIn Learning*, 2023.
- **Video training:** “[Finding Meaning in Your UX Design Career](#)” *LinkedIn Learning*, 2022.
- **Video training:** “[Managing Stakeholders in Research Projects](#)” *LinkedIn Learning*, 2022.
- **Video training:** “[Conducting Research in a Post-Pandemic World](#)” *LinkedIn Learning*, 2022.
- **Video training:** “[UX Research: International Projects](#).” *LinkedIn Learning*, 2022.
- **Video training:** “[UX Research: Being Flexible](#).” *LinkedIn Learning*, 2022.
- **Video training:** “[Empathy in UX Design](#).” *LinkedIn Learning*, 2019.
- **Video training:** “[Hiring and Managing UX Professionals](#).” *LinkedIn Learning*, 2019.
- **Co-written article:** “[Working with External User Researchers: Part II](#).” *A List Apart* April 17, 2018.
- **Co-written article:** “[Working with External User Researchers: Part I](#).” *A List Apart* January 16, 2018.

→ Also see [an expanded list of over 100 presentations and articles](#) as well as [my LinkedIn Articles](#).

User Experience Professionals Association (UXPA) Volunteer Leadership

- **UXPA International: President, 2014** (Board member, 2012 – 2014) Responsible for strategic planning, board management, budget oversight, outreach to other organizations and conference planning.
- **UXPA DC Chapter: President, 2010 – 2012** (Board member, 2009 – 2013) Responsible for management of board, volunteers, events, social media and membership. Heavily involved with UserFocus conference planning.

Education

- **Master of Business Administration (M.B.A.)** – University of Connecticut – 2001
Areas of interest: Management of technology and marketing
- **Master of Arts in Sociology (M.A.)** – University of Connecticut – 1999
Areas of interest: Quantitative and qualitative research methods, technology and religious demography
- **Bachelor of Science (B.S.) with Honors in Psychology** – University of Maryland, Honors Program – 1994
Areas of interest: Research methods and human factors

→ Want more? Review [LinkedIn Posts](#), Google me, [see LinkedIn Learning](#) or find some [YouTube videos](#)