ZACHARY RETHORN, DPT, PHD
Senior UX Researcher with 10+ years of human-centered research experience

Senior UX Researcher, Meta   08/2022 to 01/2023
- Led high-impact end-to-end foundational and evaluative design research across 3+ Messenger product teams to improve augmented reality product experiences, then socialized results with cross-functional partners (engineers, designers, product managers, data science)
- Drove product strategy, directed road-mapping, and influenced organizational level priorities via co-creation sessions, workshops, and regular meetings with cross-functional leadership, sharing perspectives on the most pressing challenges facing Messenger digital products

Postdoctoral Research Fellow, Durham VA   01/2021 to 07/2022
- Accomplished national adoption of 2 interdisciplinary interventions at all 180 VA sites through designing and executing 3 randomized clinical trials with team of physicians, statisticians, investigators, and research staff
- Communicated research insights to CDC by determining association of social determinants of health with musculoskeletal disorders through combining skills in behavioral research design, analytics, and statistics in R using quantitative methods to extract insights from large epidemiology data sets.

Instructor, Duke University   12/2018 to present
- Led innovation and adoption of social needs screening tool by Duke Neurosurgery through the end-to-end development and execution of 5 research projects at once through interdisciplinary collaboration with physicians, nurses, administrators, and statisticians
- Identified physical activity promotion attitudes in practices among US physical therapists using qualitative and quantitative research methods resulting in 2 keynote addresses 2 international presentations to audiences of 200-500
- Designed 47-item adaptive mixed-methods survey about physical activity promotion attitudes and practices, recruited 522 participants, developed code and statistical models to determine factors associated with the clinician behavior
- Conducted semi-structured interviews with 26 participants, trained research teams to code interview data in NVivo, thematically code qualitative data for meanings and motive, refine coding systems, and obtain intercoder reliability
- Exceeded teaching quality benchmarks by 25% as measured by student evaluation scores by training 300+ doctor of physical therapy students in patient care skills

Physical Therapist, BenchMark PT and Encompass Home Health   07/2015 to 12/2018
- Conducted exhaustive secondary research and synthesis on rehabilitation from musculoskeletal disorders
- Conducted 1200+ semi-structured interviews with orthopedic, neurologic, geriatrics, and trauma patients using directed storytelling methods to identify key insights driving a diagnosis and rehabilitation plans
- Achieved patient satisfaction scores 20% higher than national average by using participatory design approaches to co-design rehabilitation programs and usability testing to improve user experience of rehabilitation programs
- Surpassed regional clinical outcome scores by 15% by performing contextual inquiry, ergonomic analysis, and task analysis to ensure that rehabilitation programs were targeting user needs, goals, and experiences

Research Impact	Education	Data Collection Methods	Analysis Methods	Digital Skills
150+ citations of findings	PhD Health Science	Individual interviews	Thematic analysis	R
10+ interviews with press	Postgraduate cert. in health coaching	Focus groups	Journey Maps	SQL
50+ presentations	DPT Physical Therapy	Contextual inquiry	Heuristic evaluations	Qualtrics
20+ academic publications	BS Exercise Science	Usability testing	Descriptive statistics	NVivo
20+ research awards/grants		Participatory design	Hypothesis testing	FigJam
Expert consultant for 10+ journals		Surveys	Regression	Mural
		Randomized experiments	Bayesian analysis	
		Literature reviews		