

GABBI LABORWIT

UX Researcher

(with a background in HCI, programming, and psychology)

(410) 868-4641

gabriellelaborwit@gmail.com

gabriellelaborwit.com

linkedin.com/in/gabbi-laborwit

Education

Carnegie Mellon University

MASTER OF

HUMAN-COMPUTER INTERACTION

Graduated August 2021

Bucknell University

BACHELOR OF ARTS IN
COMPUTER SCIENCE

Minor, Cognitive Psychology

Magna Cum Laude

Graduated May 2020

Skills

Interviewing, surveys, think aloud,
usability testing, contextual inquiry,
pop up research, diary studies

Prototyping, storyboarding, affinity
diagramming, augmented reality,
virtual reality

UserTesting, UserZoom, UserInterviews,
Figma, Alida, HTML, CSS, React

Honors, Awards, and Publications

"ALTERING THE SPEED OF REALITY?:
EXPLORING VISUAL SLOW-MOTION TO
AMPLIFY HUMAN PERCEPTION USING
AUGMENTED REALITY", AUGMENTED
HUMANS CONFERENCE

March 2020

BUCKNELL COMPUTER SCIENCE
OUTSTANDING STUDENT AWARD

Spring 2020

ACM-W SCHOLARSHIP TO ATTEND 2019
CHI CONFERENCE ON HUMAN FACTORS
IN COMPUTING SYSTEMS

Spring 2019

DEAN'S LIST, BUCKNELL UNIVERSITY

Fall 2016 – Spring 2020

Relevant Experience

UX Researcher

March 2024 – December 2024

TUBI (CONTRACT)

Executed UX studies for Product team and other departments to inform
design and strategic decisions

Developed and oversaw panel of over 9,000 Tubi users, leveraging it to
drive and support research initiatives

UX Researcher

October 2021 – February 2024

SLING TV AND DISH NETWORK

Conducted user research for various features and pages on the Sling app
(2M users), website, and DISH cable TV product

Taught product managers, designers, and other team members how to
conduct studies, involving them throughout the research process

Developed UX testing standards, host workshops for Sling and Dish

UX Research Lead

February 2021 – August 2021

PANDEMIC PROFESSORS (CMU MHCI CAPSTONE PROJECT)

Led team in research efforts including writing interview guides, conducting
research, and analyzing and synthesizing data

Research Lead

February 2021 – May 2021

MICROSOFT (CMU BUSINESS CAPSTONE PROJECT)

Guided interdisciplinary team through user research process to build
a mixed reality program for fostering 3D workplace collaboration

Directed decisions on research methodology, participant recruitment,
interview guide creation, and data synthesis and analysis

Data Analytics Intern

Summer 2019

THE CHILDREN'S PLACE

Analyzed CRM data with SQL to refine marketing strategies with
personalized incentives

Collaborated with interns and directors from various departments to
enhance personalization across app, online, and in-store

User Research and Development Intern

Summer 2018

LMU MUNICH HUMAN-CENTERED UBIQUITOUS MEDIA LAB

Developed program for Microsoft's Hololens device to slow down time in
an augmented reality setting, conducted usability study

Conducted user study on program features, ease of use, and level
of benefit