Youssef Hassan

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EDUCATION

New Jersey Institute of Technology, Newark, NJ | Expected May 2028

B.S. Psychology | Focus in Cyberpsychology

Dean's List (2x)|McNair Scholars Program|America Needs You Fellow|Educational Opportunity Program

Relevant Courses: Statistics, Qualitative research, Quantitative research, User research, Psychometrics, Computer science

EXPERIENCE

McNair Scholars Program, In-Person

HCI & Accessibility Researcher | May 2026 – Present

- **Accessibility Research:** Conducting research on how effective Non-Speech Information (NSI) captions are for Deaf and Hard of Hearing users, with a focus on accessibility, understanding, and the overall user experience.
- **Study Design:** Designing a mixed-methods study using surveys, interviews, and physiological measures to understand how Deaf and Hard of Hearing users respond to different types of NSI captions.
- **Research Development:** Developing research protocols, video clips, and study materials while reviewing academic research to help shape the research questions, study design, and methods used in the project.

AmazonNext Program, Remote

UX Researcher & Designer | May 2025 – Jun 2025

- **Survey Research:** Conducted a survey research study to understand community needs and challenges related to food waste and accessibility, gathering feedback to better understand user concerns and experiences.
- **Research Analysis:** Reviewed and organized survey responses to identify common needs, patterns, and areas for improvement that could help guide future product decisions.
- **Product Recommendations:** Developed recommendations and a plan for a potential app based on the research findings, focusing on ways to address user needs related to food waste and accessibility.

Google, Remote

GenAI Program Participant | Mar 2025 – Apr 2025

- **Generative AI:** Completed hands-on training in prompt engineering and using generative AI tools to solve different problems.
- **AI Capstone:** Developed a capstone project using generative AI to address a real-world problem and apply skills learned during the program.

Projects

YouTube Recommendation Research Study | Lead Researcher

View Project

- **Research Design:** Led a UX research study with 6 YouTube users using semi-structured interviews to examine whether recommendations help users discover useful content or distract them from their original goals.
- **Data Analysis & UX Insights:** Used thematic analysis and an affinity diagram to identify patterns in user behavior, then developed personas and design recommendations focused on reducing distraction and improving recommendation controls.

SKILLS

- **Technical & Research:** Python, SQL, SPSS, Excel, Figma, Canva, User Interviews, Surveys, Usability Testing, Qualitative Research, Quantitative Research, Data Analysis, Accessibility
- **Professional Skills:** Communication, Teamwork & Collaboration, Critical Thinking, Problem Solving, Adaptability, Attention to Detail