

Thomas Carlock

Mixed-Methods UX Researcher

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EXPERIENCE

Candid 2024 - Present

UXR Lead

- Led a cross-functional team of 9 (engineering, design, data) to test hypotheses and de-risk organizational decision-making.
- Spearheaded an AI Agent experimental pilot, ideating on product consolidation strategies to unify distinct tools into a single product.
- Utilized AI prototyping for rapid MVP iteration, defined product scope and reduced development cycles by 50%.
- Tracked AI product quality and performance benchmarks, utilizing statistical analysis to evaluate chatbot outputs and drive engineering improvements for the model.

UX Researcher 2023 - 2024

- Led 40+ end-to-end discovery and evaluative research projects. Defined objectives, conducted interviews, synthesized insights, and presented actionable recommendations.
- Partnered with Product Managers and Designers to translate qualitative user data into concrete functional requirements and feature specifications.
- Provided data-validated, prioritized recommendations for the product roadmap.
- Mentored interns by advising on reports and teaching research best practices.

UXP2 Lab @ Purdue 2021 - 2023

Graduate Student Researcher

- Conducted research under Dr. Colin M. Gray for an NSF-funded project on socio-technical Ethics.
- Developed and led 3 co-creation sessions addressing complex ethical scenarios.
- Built and tested a website presenting ethics-focused methods to practitioners.
- Conducted thematic and network analysis of tweets related to dark patterns.
- Published 4 papers and 1 poster to prestigious academic conferences.
- Received a best paper award in 2023.

Purdue University 2021 - 2023

Graduate Student Instructor

- Gave class lectures, led activity labs, and graded student assignments for 6 different courses.
- Topics included: Data Visualization, UX Design, Prototyping, Front End Development

UX Researcher 2022 - 2022

Kroger

- Worked directly with the Kroger Product Design team on e-commerce and immersive experiences.

SKILLS & TOOLS

Skills

Qualitative Research · Quantitative Research · Usability Testing · Data Analysis · AI Prototyping

Tools

Maze · Qualtrics · UserTesting · Figma · User Zoom · SPSS · Tableau · Jira · Confluence

Programming

HTML · CSS · JavaScript · Python · SQL

EDUCATION

MS in Human Computer Interaction

Purdue University

BS in Brain & Behavioral Sciences

Purdue University

LANGUAGES

English Native

Spanish Native

French Proficient

PUBLICATIONS

Tracing the History and Evolution of Dark Patterns on Twitter from 2010-2021

TSC '25

Building an Ethics-Focused Action Plan: Roles, Process Moves, and Trajectories

CHI '24

Scaffolding Ethics-Focused Methods for Practice Resonance

DIS '23

Wrangling Ethical Design Complexity: Dilemmas, Tensions, and Situations

DIS '23

AWARDS

💎 Eagle Scout, BSA

💎 Best Paper, DIS 2023