

Jacob M. Theobald

Alexandria, VA, 22312 | j_theobald@icloud.com | 407-883-5137

Portfolio: <https://www.jacobtheobaldportfolio.com/>

Aspiring UX/UI and Product Design professional and recent graduate with a Master's in Human Factors and Applied Cognition and a background in AI/ML. Skilled in leveraging research methods like eye-tracking to refine digital experiences and reduce user friction. Proficient in wireframing and prototyping with Figma and Adobe Suite to create user-centered designs. Proven collaborator with extensive experience completing complex lab-based research projects.

KEY SKILLS

- User-Centered Design Process and Approach
- User Experience Design Focus
- Advanced methodological and statistical skills
- Proficiency in neuroimaging & eye-tracking
- Vigilance & multi-tasking
- Proficient in Python scripting to bridge the gap between user-centered design and technical implementation
- Detail-oriented with strong vigilance and ability to multitask

EDUCATION

Florida State University, Tallahassee, FL

Bachelor of Science: Psychology, May 2024

Minor: Biological Science

Suma Cum Laude

Phi Beta Kappa

Overall GPA: 3.91

George Mason University, Fairfax, VA

Master's Degree: Human Factors and Applied Cognition, December 2025

Magna Cum Laude

Overall GPA: 3.8

University of Texas, Austin, TX

Postgraduate Certification: AI and Machine Learning, August 2025

Overall GPA: 3.71

PROFESSIONAL EXPERIENCE

GMU Graduate School CATS Lab VR Simulation | **Research Assistant**

August 2024 – Present

- Facilitate complex laboratory studies, serving as a primary researcher and confederate to ensure rigorous data collection protocols.
- Architect an adaptive round system within Unreal Engine 5 for a VR eye-tracking simulation to optimize user immersion and data accuracy

GMU Game Analysis Design Group (GADIG) | **Game Designer**

September 2024 – December 2024

- Collaborated on the end-to-end development of RPG titles *Fetch Quest* and *Baking Me Crazy*, focusing on cohesive user experiences
- Designed detailed game characters, quest architectures, and narrative dialogue to enhance player engagement
- Conceptualized core game mechanics, including progression systems and level designs, to ensure balanced and intuitive gameplay.

FSU Maner Lab | **Research Assistant**

August 2023 – May 2024

- Executed controlled laboratory experiments, managing experimental variables as a researcher and confederate.
- Directed participant communications and maintained high-integrity research databases to support psychological findings.

FSU Plant Lab | **Research Assistant**

August 2023 – May 2024

- Supported multi-phase lab studies by facilitating sessions and maintaining consistent research environments
- Managed the end-to-end participant lifecycle and organized large datasets for academic analysis

STUDENT LEADERSHIP AND ENGAGEMENT

FSU Askew Student Life Center | **Gaming Events and Outreach Director**

July 2022 – May 2024

- Spearheaded the planning and execution of recurring community-building events, including "Final Fridays" and "Thursday Throwdowns".
- Cultivated partnerships with diverse university organizations to facilitate high-impact, co-sponsored programming.
- Mentored and supervised volunteer teams during large-scale social events, overseeing technical setup and logistics.

FSU Psychology Club | **Member**

September 2023 – May 2024

- Attend weekly meetings regarding scheduled events and contact guest speakers
- Engaged with members and staff on potential research topics and opportunities

KEY PROJECTS AND HONORS

GMU Usabilathon | **Second Place Winner**

March 2025

- Designed a high-fidelity app prototype focused on streamlining and automating toll payment notifications for users.
- Presented the final product to a panel, articulating the design's functionality, reliability, and user-centered focus
- Compared other entries and commented on what improvements could be made

FSU Noles Play| **Event Lead**

April 2024

- Planned and managed a 12-hour gaming marathon featuring diverse E-Sports tournaments and interactive activities.
- Partnered with Children's Miracle Network Hospitals to integrate a charity donation framework into the event experience.
- Coordinated with numerous on-campus groups to secure participation and resource contributions for a successful turnout.