NATE FLOYD

nate.floyd@hey.com | ntflyd.com | LinkedIn

EXPERIENCE

Associate Professor and Director — Marshall University School of Library Science, Huntington, WV, 2026-Present

- Oversee and manage the program's operating budget, contributing to planning, fundraising, marketing, and recruitment.
- Teach in the program as needed and collaborate on student advising, internships, and placements.
- Coordinate activities to develop and refine a graduate curriculum that meets American Library Association standards.
- Build community partnerships, contribute to the strategic direction, and develop strategies to recruit and retain students.

Senior Experience Researcher — Adobe Inc., Remote, 2024-2025

- Conduct moderated usability studies, user interviews, and surveys with Experience Cloud customers and users in the B2B SaaS setting.
- Responsible for all stages of the research process from planning and recruiting to analysis and final report.
- Analyze and interpret research data to inform design decisions and product strategies.
- Deliver evaluative research insights and recommendations for multiple Experience Cloud product teams.

UX Researcher — Hack for LA, Remote, 2024

- Collect and analyze user data through interviews to identify behaviors and needs, driving decision-making.
- Collaborate with cross-functional teams to drive project success and achieve organizational goals.

Research Librarian and Instructor — Miami University, Oxford, OH, 2017-2024

- Develop data-informed, student-centered programs and services by analyzing engagement metrics, surveys, and user behaviors.
- Collaborate with cross-functional partners (faculty, advisors, athletics, honors) to launch high-impact initiatives to enhance first-year success, research skills, and inclusive access.

Mixed Methods Researcher and Instructor — Indiana University, Bloomington, IN, 2012-2016

- Conduct and publish mixed methods research in the field of mass communication, with a special focus on media history, media effects, and political communication.
- Plan research projects, review literature, develop timelines, and select methods (interviews, focus groups, observation, surveys).
- Design questionnaires and procedures; recruit participants; manage logistics and access.
- Analyze qualitative data using coding and thematic analysis; quantitative data using descriptive statistics, hypothesis testing, and regression.

EDUCATION

PhD, Mass Communication — Indiana University, Bloomington, IN, 2020

MLS, Library Science — Indiana University, Bloomington, IN, 2015

MA, Journalism — Marshall University, Huntington, WV, 2009

BA, History & Political Science — Marshall University, Huntington, WV, 2006