

NATE FLOYD

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EXPERIENCE

Senior UX Researcher

Adobe Inc., Remote, 2024-2025; 2026-Present

- 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.

Associate Professor

Marshall University, Huntington, WV, 2026-Present

- Teach and develop courses in information science, research methods, and information literacy.
- Advise and mentor students on academic progress, research, and career development.
- Collaborate with faculty and library professionals to develop programs and improve information services.

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