

# Hilary User Experience

Hilary Bienstock, Principal

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## User Experience Research Consulting

Usability tests, ethnographic research, in-depth interviews, persona development, heuristic evaluations, and more

### Hilary User Experience provides the full spectrum of services for your user research needs

- Research strategy and planning
- Test plan and moderator guide development
- Screener development
- Recruit management and coordination
- In-house lab setup or commercial lab coordination
- Research session moderation
- Active observation and note-taking techniques for observers
- Debriefs with observers and project team
- Analysis of data
- Findings and recommendations reporting

### Hilary Bienstock, Principal

Hilary Bienstock has always been interested in psychology, computer interfaces, and the place where the two intersect. She received her bachelor's degree in Symbolic Systems and master's degree in Communications and Human-Computer Interaction from Stanford University. After taking a year off to teach English to college students in Beijing, she returned to California to work in the new field of User Experience. Since then she's been a part of UX teams in a wide variety of settings: from a governmental engineering laboratory (Sandia National Laboratories) to one of the world's most trafficked internet portals (Yahoo!) to a respected media company with a hundred-plus-year history (LA Times).

In 2008, Hilary started her own company, Hilary User Experience. Now she provides user research and information architecture to a variety of clients including Ogilvy & Mather, eBay, Kelley Blue Book, and MySpace. Her specialty is providing insight into consumers' mindsets and motivations by conducting foundational and summative user research, and then analyzing and interpreting that research to guide new web site and application designs. User research may take the form of usability testing, participatory design, A/B testing, metrics analysis, ethnographic research, contextual inquiries, focus groups, surveys, card sorts, desirability studies, or a custom study designed to suit the client's unique needs. In addition to practicing these techniques on an everyday basis, Hilary also teaches courses on foundational research and usability testing methodologies at the User Experience certificate program at California State University at Fullerton.

Industries served include: eCommerce (eBay, Direct2Drive video game downloads, Yahoo! Small Business web hosting, PersonalCreations.com); Financial industry (Green Dot); Video games (Yahoo! Games, Six Degrees Games, IGN); Real Estate (Realtors Property Resource, LPS); Social Media (MySpace, Watsa); Automotive (Kelley Blue Book); Entertainment (Comcast Entertainment Group, Yahoo! Media Group); Advertising and Agency work (Schematic, Ogilvy Mather, Blitz, Creative Asylum); B2B (Yahoo! Apt, CRM, and Advertising) and more.