

Daniel Schor, Ph.D.

Senior UX Researcher

danielschor@outlook.com | (516) 972-6213 | Portfolio: danielschor.com | Kirkland, WA

Professional Summary

Senior UX Researcher with a Ph.D. in Cognitive Neuroscience, leading end-to-end product research in mixed reality and growth-stage environments. Expertise in experimental design, behavioral measurement, and product analytics, translating insights into measurable improvements in usability, performance, and monetization. Proven ability to partner cross-functionally to drive high-impact product decisions.

Core Skills

Research & Experimentation: Mixed-methods research, usability testing, A/B experimentation, survey and interview design, focus groups, eye-tracking methodology

Analytics & Measurement: Statistical modeling (R), product analytics interpretation, funnel analysis, retention & longitudinal analysis, pricing & behavioral experimentation, data visualization (R, Tableau)

Immersive & Applied Systems: AR/VR research, mixed reality user studies, human-computer interaction (HCI), eye-tracking & pupillometry

Product & Collaboration: Research roadmapping, cross-functional partnership, stakeholder communication, insight-to-decision translation

Employment History

Lead Product Researcher (Co-Founder), Laureata

Jul 2024 – Present

- Designed and executed 50+ mixed-methods studies (interviews, focus groups, usability testing, A/B experiments) to inform product roadmap, feature prioritization, and monetization strategy.
- Built a full-funnel measurement framework (acquisition → activation → engagement → conversion → retention) to evaluate behavioral and revenue impact of product and pricing decisions.
- Led pricing elasticity and willingness-to-pay research, shaping subscription tiers and monetization experiments.
- Conducted longitudinal engagement analysis to identify retention drivers, informing feature iterations that improved user activation and paid conversion.
- Led research-informed acquisition experiments across social and campus channels, optimizing messaging, conversion, and paid user growth.
- Translated research insights into product improvements in collaboration with engineering and design.

UX Researcher – Mixed Reality, Microsoft (Contract)

Apr 2022 – Jan 2023

- Led mixed-methods UX research for IVAS (military AR platform) and HoloLens 2, evaluating usability, performance, and ergonomic impact across diverse user populations.
- Designed and executed usability studies, controlled experiments, and surveys to assess visual performance, vestibular comfort, and interaction design, delivering actionable product recommendations.
- Influenced hardware and software design decisions by providing engineering teams with data-driven insights, contributing to iterative adjustments such as reduced field of view (FoV) and improved motion stability, resulting in decreased motion sickness reports and improved user performance metrics.
- Developed benchmarking and heuristic evaluation frameworks to standardize UX assessment across device configurations and future iterations.

Postdoctoral Researcher, AMP Lab
University of Notre Dame

Nov 2021 – Apr 2022

- Conducted advanced behavioral research on attention and working memory, refining experimental methods and eye-tracking analysis for applied interaction design.
- Explored applied HCI implications of cognitive load and decision-making research, bridging laboratory findings to real-world interaction design.

Research Scientist, AMP Lab
University of Notre Dame

Jul 2016 – Nov 2021

- Led end-to-end behavioral research projects on attention, working memory, and human-computer interaction, ensuring methodological rigor and high-quality data collection across large experimental datasets.
- Analyzed large-scale eye-tracking datasets (50M+ data points), applying statistical modeling and data visualization to extract actionable behavioral insights.
- Managed and mentored a team of 25+ researchers, overseeing experimental design and interdisciplinary collaboration.
- Published peer-reviewed research and presented findings nationally and internationally, translating cognitive science insights into applied implications.

Lab Manager
CUNY – City College of New York & Barnard College

Jan 2013 – May 2016

- Managed behavioral research operations and mentored undergraduate researchers, supporting experimental design and high-quality data collection.

Education

Ph.D., Cognitive Neuroscience	University of Notre Dame
M.A., Cognitive Neuroscience	University of Notre Dame
B.A., Psychology	Hofstra University

Publications

Full publication list available via Google Scholar: [Google Scholar Profile](#)