GRAYSON BUTCHER, PHD

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UX RESEARCHER | BEHAVIORAL SCIENTIST

Behavioral Scientist turned User Researcher with 10+ years designing and running behavioral studies across human and animal models. I combine qualitative and quantitative methods to uncover how context, cues, and feedback shape real-world decisions. Experienced with turning complex data into actionable product and research insights through visualization, storytelling, and cross-functional alignment.

EXPERIENCE

Postdoctoral Scholar   UC Irvine 2024 – Present
- Designed and analyzed behavioral experiments using advanced quantitative methods (ANOVAs, regressions, clustering, ML), producing reproducible data pipelines that reduced manual analysis time by over 50%.
- Mentored and managed a cross-functional research team, improving experiment turnaround and documentation consistency.

Doctoral Researcher   University of North Texas 2020 – 2024
- Led mixed-methods studies on how environmental and feedback variables influence motivation and decision-making, translating insights into actionable reports for collaborating labs.
- Translated behavioral insights into first-of-their-kind physical and digital tools, turning identified friction points into new experimental capabilities ($0 \rightarrow 1$ development).
- Delivered research reports and visual summaries that translated complex data patterns into actionable insights for lab and collaborators.
- Published open-source methodological frameworks and presented at national conferences to enable reuse across teams.

Program Designer and Research Lead   University of North Texas 2018 – 2020
- Designed and scaled a neurodiversity support program from pilot to campus-wide operation, increasing student engagement by 4x through data-informed iteration.
- Developed and standardized training playbooks and feedback loops, increasing mentee GPA by > 0.3 and attendance and goal-adherence to over 90%.

Graduate Researcher   University of North Texas 2017 – 2020
- Authored a protocol stack, SOPs, and facilitator guides to implement and optimize a university mentoring and academic coaching program.
- Designed and facilitated interactive behavioral studies observing learning and adaptation to novel task rules.
- Captured qualitative and quantitative data (video, coded behaviors, real-time self-reports, and debrief interviews) to build a comprehensive understanding of user reasoning and adaptation.
- Delivered research reports and presentations translating complex behavioral data into clear, actionable insights about human problem-solving and learning.

Teaching Fellow   University of North Texas 2017 – 2023
- Taught behavior analysis, data collection, behavioral technologies for behavior change.

Founder/Builder (Side Project): Exploratory Data-Viz   2025 – Present
- Prototyping an interactive data visualization platform (React, DuckDB, Vega-Lite) with embedded AI assistant to streamline exploratory analysis for behavioral scientists.

SKILLS

Experimental design · Quantitative research · Statistics · Mixed-methods research · Usability testing · Interviews · Surveys · Field/Observational studies · Thematic analysis · Data visualization, synthesis, storytelling, and presentation · Qualtrics/Forms · Excel/Sheets · Powerpoint/Slides · Python · SPSS/Prism · Tableau · Behavior analysis & performance engineering · Instructional design · Mentorship & facilitation

EDUCATION

PhD, Health Services Research (Behavior Analysis concentration)   University of North Texas, 2024
MS, Behavior Analysis   University of North Texas, 2020