

Contact

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Top Skills

Usability Testing

Design Research

Research Management

Matthew Foxwell, PhD

PhD in cognitive neuroscience with professional experience in mixed methods and user research.

London, England, United Kingdom

Experience

University of York

5 years 9 months

Doctoral Researcher in Cognitive Neuroscience

September 2019 - May 2025 (5 years 9 months)

York, England, United Kingdom

Research investigated how previous knowledge and experiences of built environments contributes to scene processing and how people use, navigate and understand built environments. Projects focused on developing a new methodology combining behavioural, neuroimaging data with the use of AI, machine learning and video games testing to analyse virtually constructed scenes, in order to understand how group and individual differences in spatial cognition impact scene processing and building usage.

- Planned, prepared, conducted and analysed in-person and online behavioural experiments.
- Developed an innovative new methodology using video games, AI and behavioural measures (reaction times, accuracy data, eye-tracking, and player observations), helping secure our lab a €1.46 million grant.
- Conducted pilot and usability testing, analysing recordings of gameplay, writing observation notes, conducting feedback surveys and interviews.
- Built, designed and trained machine learning models based on behavioural data to analyse the visual content of participant formed scene renders, producing predictive models of human perception in designed spaces.
- Developed specialist knowledge of visual perception, behavioural science, spatial cognition, AI modelling, built environment research and game design concepts (such as player decision making, creating engaging virtual and narrative environments)
- Produced recommendations as to how our research could help inform the design and understanding of built environments and objects, as well as making them more accessible to users with specific accessibility needs.
- Applied agile project management to organise research timelines, budgets, and cross-disciplinary collaboration.

- Produced scientific reports to publication standard and presented findings at international conferences.

Research And Teaching Assistant

September 2019 - August 2024 (5 years)

- Taught and assessed undergraduate and master's level courses on statistics, visual perception, research methods, applying psychology to policy solutions and programming.
- Led research evaluation projects aimed at improving student experiences, including graduate outcomes for minority students, presenting the findings back to senior university figures.

Picker

Senior Research Associate

September 2023 - June 2024 (10 months)

Oxfordshire, England, United Kingdom

- Managed national-level healthcare research projects, helping to digitalise surveys and incorporating behavioural insights to understand patient experiences and inform policy decisions.
- Led the development and testing of online survey tools, independently conducting usability studies, interviews, surveys, and in-person workshops to optimise user experiences.
- Collaborated with a multidisciplinary team of designers and software developers to explore and test the introduction of gamified elements to NHS online survey tools.
- Managed client relationships, providing expert behavioural science advice and consultation services to guide project outcomes.
- Prepared research reports delivered presentations and quality checked deliverables produced by other colleagues.
- Produced recruitment specifications and managed participant recruitment.

IFF Research

Research Executive

March 2018 - August 2019 (1 year 6 months)

- Planned and completed qualitative and quantitative research projects and evaluations
- Designed research materials, including questionnaires and interview topic guides.
- Delivered workshops, moderated focus groups and managed participant recruitment.

- Conducted quantitative statistical analyses (SPSS, Python).
- Produced and delivered reports and presentations to clients, specialising in engaging and bespoke data visualisations (Power Bi, Tableau, GGplot).

Education

University of York

Doctor of Philosophy - PhD, Cognitive Neuroscience · (January 2020 - May 2025)

University of Lincoln

Master's degree, Psychological Research Methods · (2016 - 2017)

University of Lincoln

Bachelor of Science - BS, Psychology · (2013 - 2016)