

EVALUATION CONSULTANT

Over fifteen years' experience as a research generalist with a strong foundation in quantitative and qualitative research. Experienced across multiple industries (health care, advertising, non-profit, digital entertainment) and disciplines (social science, public policy, UX).

Specific areas of expertise include:

- Designing and implementing comprehensive mixed-methods research plans
- Designing, leading, and analyzing large-scale national and international research studies
- Extracting and analyzing large, transaction-level datasets
- Developing strategic and multi-disciplinary approaches to research engagements
- Producing actionable reports and presentations based on data insights
- Building research capacity in for profit and non-profit settings

Specific topics of expertise include:

- User Experience Research
- Customer Experience Research
- Policy Analysis
- Digital Content Analysis
- Digital Advertising
- Media Studies
- Ethnomusicology
- Market Research
- Healthcare
- Community Engagement

PROFESSIONAL EXPERIENCE

Evaluation Specialists

2010 – present

Consult with organizations regarding research and analytic needs. Develop and execute research plans and manage data. Develop report formats and data visualizations. Test and implement new data collection, analysis, and reporting technologies

National Football League

Director of Experience Research

2014-2016

Conceived and implemented user experience research methods, standards, and tools within organization. Developed research strategy across entirety of digital product catalog. Designed and managed onsite user experience lab. Led field research on fan behavior and product use. Increased knowledge sharing through collaboration with other league research groups.

Electronic Arts

Game User Researcher

2011-2014

Consulted with digital design teams in order to develop usability and user experience research studies. Recommended and executed a variety of methods and approaches to satisfy goals and objectives of stakeholders. Researched and developed best practices for department, company, and industry. Promoted integration of user experience and usability testing throughout multi-national company.

Microsoft

User Experience Researcher

2010 – 2011

Developed user experience studies to support strategic initiatives for current and future products. Measured and evaluated iterative progress against objectives and goals. Provided evidence based design recommendations based on user and market research. Managed research vendors in field studies.

Teleion Consulting

Senior Consultant

2008-2009

Provided big data and research expertise to advertising component of a large software company. Consulted with clients regarding web analytics and online measurement strategies. Developed and evaluated initiatives to maximize ad delivery and revenue. Integrated and data mined data resources to provide previously unknown market intelligence.

Zango

Business Analyst

2006-2009

Analyzed behavioral, financial, and transactional data in support of acquisition, retention, and mergers. Developed and monitored new business initiatives via multivariate testing and surveying. Revamped survey and reporting process to implement automation, statistical testing, time trending, and graphics. Communicated results to entire company through reports, dashboards, and presentations. Briefed C-level executives on findings and recommendations.

Group Health Cooperative

Administrative Analyst

2000-2005

Oversaw primary research needs for large healthcare organization. Conducted quantitative analysis of customer service data. Consulted with internal customers regarding survey, reporting, and analytic needs. Researched and developed time-saving data collection and reporting processes.

EDUCATION

Master of Arts Candidate, Policy Studies, University of Washington, Bothell, WA, 2008 - 2010, 2014
Graduate emphasis: research methods, policy analysis, program evaluation, advanced multivariate analysis, organizational management, and data visualization.

Bachelor of Science, Psychology, University of Washington, Seattle, WA, 2001

Bachelor of Arts, Sociology, University of Washington, Seattle, WA, 20001

Undergraduate emphasis: research methods, statistics, ethnomusicology, and political science.

ADDITIONAL TRAINING

Certificate, Mediation and Alternate Dispute Resolution, University of California, Los Angeles, CA, 1999

PEER REVIEWED PUBLICATIONS

Rainey, D. (2010). United States Arms Transfers and Human Rights. [University of Washington Bothell Policy Journal](#).

Leigh, B.C., Gaylord Vanslyke, J., Hoppe, M.J., **Rainey, D.T.**, Morrison, D.M., and Gillmore, M.R. (2007). Drinking and Condom use: Results from an Event-Based Daily Diary. [AIDS and Behavior](#).

Morrison, D.M., Gillmore, M.R., Hoppe, M.J., Gaylord, J., Leigh, B.C., & **Rainey, D.T.** (2003). Adolescent drinking and sex: Findings from a daily diary study. Perspectives on Sexual and Reproductive Health.

Gillmore, M.R., Morrison, D.M., Leigh, B.C., Hoppe, M.J., Gaylord, J., & **Rainey, D.T.** (2002). Does “High + High Risk”? An event-based analysis of the relationship between substance use and unprotected anal sex among gay and bisexual men. AIDS and Behavior.

Gillmore, M. R., Gaylord, J., Hartway, J., Hoppe, M.J., Morrison, D.M., Leigh, B.C., & **Rainey, D.T.** (2001). Daily Data Collection of Sexual and Other Health-related Behaviors. The Journal of Sex Research.

SELECT PRESENTATIONS

Masters, N. T., Beadnell, B., Vanslyke, J., & **Rainey, D.** (2015). Understanding subgroups: Latent class methods, evaluation, and you. Multipaper presented at a meeting of the American Evaluation Association, Chicago IL, November 9-14.

Rainey, D. (2014) Multidimensional Scaling as a Tool to Identify Attributes of a Positive User Experience in Video Games, ACM CHI Conference on Human Factors in Computing Systems, Toronto, ON, April 26 – May 1.

PROFESSIONAL AFFILIATIONS AND CONTRIBUTIONS

Products Contributed to:

- Video Games
 - Mass Effect 3
 - Medal of Honor: Warfighter (Single player and Multiplayer)
 - The Sims 4
 - Crysis 3 (Single player and Multiplayer)
 - Plants vs. Zombies 2
 - Battlefield 3
 - Battlefield 4
 - Star Wars: The Old Republic
 - Bejeweled Blitz
 - Army of TWO: The Devil’s Cartel
 - SimCity Social
 - Jet Set Secrets
 - Peggle 2
 - Mirror’s Edge Catalyst
- Digital Services
 - Microsoft Zune
 - EA Battlelog
 - EA Origin
 - NFL Fantasy Football
- Websites
 - Origin.com
 - NFL.com
 - NFL Team Websites
 - Super Bowl 50 Countdown
- Hardware
 - Microsoft Xbox 360 Kinect Sensor (voice and gesture controls)
 - Microsoft Xbox Media Remote
- Apps
 - VUE
 - NFL Now
 - NFL Mobile
 - NFL Team Apps