



# Gregory Weinstein, Ph.D.

Design Research and Strategy | Acoustic Anthropology

## Contact Me

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## About Me

I am a design research and strategist with a passion for inclusive design. I follow the principle that inclusive design needs inclusive research, and I am adept at uncovering people's shared motivations and obstacles. I love to solve problems in complex systems, especially the moments of friction when people interact with each other or with technology to achieve their goals. I value empathy in research, and I present clients with relatable stories and actionable insights so that people can have a more effortless and delightful experience. I'm always looking for opportunities to work with people who share the value of inclusivity to provide ethnographic insights and strategic design recommendations.

## Skills

- Ethnography
- Design thinking
- Sound recording
- Writing
- Public presentations
- Adobe InDesign, Photoshop, Audition
- Usability Testing
- Service Design

## Research Methods

- Interviews
- Fly-on-the-Wall
- Card sorts
- Participatory Recording
- Personas
- Mental Models
- Journey Maps

## Education

Ph.D. (2013)  
*Ethnomusicology*  
(*Anthropology of Music*)  
University of Chicago

B.A. (2002)  
Princeton University

## Experience

### DESIGN RESEARCHER

Independent Ethnographer, 2019–Present

- Design research drawing on a variety of ethnographic, usability, and digital methods tailored to the client's specific needs
- Deliver clients actionable insights and recommendations for problem solving and future design and development

### USER EXPERIENCE RESEARCHER

Uber, 2019

- Designed and executed a foundational research project to understand the transportation needs and pain points of blind users
- Identified several in-app defects, resulting in more rigorous procedures for designing features and testing for accessibility
- Proposed several areas for continuing development and research, resulting in ongoing efforts to improve service accessibility at all stages
- Managed complex research logistics, including recruiting participants and presenting findings to stakeholders

### COPYWRITER

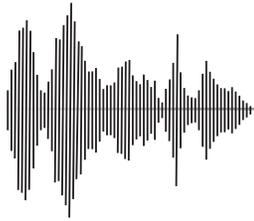
Freelance Writer, 2018–Present

- Research client industries and audiences to understand points of interest or need
- Communicate with clients to ensure effective representation of their work in my writing

### VISITING ASSISTANT PROFESSOR OF WRITING AND MUSIC

Davidson College, 2014–2017

- Collaborated with colleagues across the college to develop and implement tools for teaching and evaluating student writing
- Conducted ethnographic research into music recording studios, and presented research at international conferences



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User Experience Research | Acoustic Anthropology

## Languages

Russian (intermediate)

French (intermediate)

German (intermediate)

## Experience (continued)

### LECTOR

University of Chicago Writing Program, 2010–2014

Led small seminars of students in discussions of rhetoric, writing and editing techniques, and peer evaluation

### INSTRUCTOR OF POPULAR MUSIC

Columbia College Chicago, 2007–2014

- Designed and delivered instruction in popular music history and writing
- Served on a faculty committee to innovate online learning at Columbia College

### RESEARCH ASSISTANT

Center for Black Music Research, 2004–2007

- Researched and created content for online publication
- Wrote program notes for ensemble performances
- Assisted with digital media storage

## Publications

Hearing Through Their Ears: Designing Inclusive Research Methods to Co-Create with Blind Participants. *Ethnographic Praxis in Industry Conference Proceedings*, forthcoming 2019.

Review: *The Anthropological Perspective of the World: The Inductive Method Illustrated* by Dominique Desjeux. [epicpeople.org](http://epicpeople.org), forthcoming 2019.

Air Flows: Voice and Breath in Three Recordings. *IASPM@Journal* vol. 6, no. 2 (2016), 117–138.