

MEGAN ERWAY

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Product Management | Product Development | UX Research | Data-Driven Design

SKILLS

Product/ Process: Product Strategy, Process Improvement, Root Cause Analysis, Cross-Team Collaboration

Data Analysis/ Statistics: ANOVA, Regression, Statistical/Behavioral Modeling, Similarity Scoring, Data Visualization, KPI analysis

Research Methods: Survey Design, User & Customer Interviews, Human Factors Research, UX Research, Usability Testing

Project Management: Prioritization, Capacity Planning, Project Lifecycle Management (Concept to Launch)

Tools: SQL, Jira, Excel, Qualtrics, GoDaddy, Claude Design, Stripe, MatLab, Netlify, Google Analytics 4

EXPERIENCE

Ford Motor Company — Research Assistant, Customer Clinic

May 2026 – July 2026

Dearborn, MI & Austin, TX

- Assisted Ford Product teams in planning and facilitating customer clinic sessions, administering structured surveys and interviews with 16 participants to evaluate vehicle design and feature concepts
- Analyzed qualitative and quantitative feedback to surface usability and preference patterns, translating findings into structured insights that directly informed product development decisions
- Synthesized clinic results into summary reports presented to the product team to support design-direction decisions

Lubbock Coolers Company — Founder & Product Developer

March 2025– Present

- Own product strategy, customer experience, and daily operations end-to-end for a custom cooler business
- Designed, developed, and launched a website featuring an interactive 3D product preview letting customers rotate the product and preview custom artwork before ordering
- Sold 20 units and used direct customer feedback to improve product design and the ordering process by building an analytics dashboard tracking the purchase funnel and acquisition channels to pinpoint drop-off and prioritize UX fixes

Texas Tech University, Psychological Sciences — Undergraduate Researcher

January 2025 – Present

Lubbock, TX | Greenlee Lab (May 2025 – Present); Alquist Lab (January – May 2025)

- Design and conduct human factors studies examining team performance in human-AI collaborative settings
- Analyze participant data using statistical methods (similarity scoring, ANOVA) to identify behavioral patterns and inform collaborative system design
- Researched how self-control influences uncertainty tolerance, emotional response, and individual decision-making

PROJECTS

Volunteer Tracking App — Psi Chi, National Psychology Honors Society

- Built an app for members to log volunteer type and points, replacing a confusing manual process and improving tracking accuracy & usability

College Travel App — Weekender

- Built a crowdsourced site showing students the real per-person cost of group trips; designed the trip feed and posting flow
- Track conversion with GA4 and built KPI dashboard for activation, time-to-conversion, and 5-stage funnel to reduce friction/ increase conversion

Research Lab Matching Platform — LabMatch

- Built a web app matching TTU psychology students to 28 research assistant labs based on interests and desired focuses, solving the lack of central RA hiring info and a previously confusing and tedious process
- Designed crowdsourced RA openings and moderated anonymous reviews with reporting and admin controls

RESEARCH & PRESENTATIONS

- “Team-bound or Role-bound? Structure of Shared Cognition in Collaborative Tasks”** — Poster Presentation, TTU Undergraduate Research Conference (Apr 2026). Analyzed a 170-participant, 85-team study; found team-based similarity significantly exceeded role-based similarity ($p < .001$), informing team- vs. role-level design for collaborative tools
- “Mapping Trust Trajectories in Human-AI Teams: A Role-Based Analysis”** — Co-Author, TTU Undergraduate Research Conference (Apr 2026). Analyzed trust survey data (TAS, HAIQ) across a 3-agent human-AI team; found trust remained stable across roles and consistent over time

INVOLVEMENT

Psi Chi, National Psychology Honors Society — Volunteer Chair

April 2026–Present; Member since March 2025

Texas Tech University Psychology Club — Volunteer Chair

April 2026–Present

Kappa Kappa Gamma Sorority, Delta Psi Chapter — Active Member

August 2023–Present

EDUCATION

Texas Tech University Honors College — B.S. Psychological Sciences, Minor in Sociology

Expected May 2027

Lubbock, TX | GPA: 3.84 | Honors College Undergraduate Research Scholarship