

Greenberry Taylor, Ph.D.

251-591-0098 | Greenberry.taylor@gmail.com | www.greenberrytaylor.com | [Greenberry LinkedIn](#) |

PROFESSIONAL SUMMARY

Mixed-method | Qualitative design | Quantitative design | Behavioral interviewing | Descriptive and Inferential Statistics | Survey Design | Systematic Review | Content Analysis | Consumer Research | UX | Health research | Scientific writing

Accomplished behavioral scientist with Ph.D. and strong publication record with proven ability to manage research projects from conceptualization to presentation of results. 10 years of experience designing both qualitative and quantitative research, data collection and analysis, presentation of results to various stakeholders, both in academia and industry. Excellent interdisciplinary collaboration skills, communication, and presentation. Valued by colleagues as a knowledgeable, versatile, and dependable.

EXPERIENCE

Principal UX Researcher | American Express New York, New York

2022 – present

Work with various stakeholders such as product leads and designers to develop research that informs product development, implementation, and design. Research projects are human-centered and employ various methodological frameworks such as qualitative moderated/unmoderated prototype testing and survey design. Present study results in synchronous readouts for direct stakeholders and other partners in the organization. Responsible for creating, and maintaining, relationships with members outside of team to increase collaborative efforts and knowledge share. Conduct in-depth research on exploratory topics to raise awareness and inform product roadmaps.

Assistant Professor of Strategic Communication | Flagler College Saint Augustine, Florida

2020 – 2022

Maintained active research agenda and interdisciplinary collaboration with scholars from other fields (e.g., psychology, social science, etc.) within Flagler as well as organizations outside of the college (e.g., University of Florida, University of Oregon, UF Health, etc.). Published in high-impact factor, peer-reviewed journals, and present at national and international communication conferences. Taught a 4-4 course load of undergraduate courses in strategic/health communication, including research methods and campaigns. Mentor undergraduate and graduate students in advanced research methods.

Research Consultant | University of Florida, Departments of Neurology & Health Outcomes and Biomedical Informatics Remote

2020 – 2022

Department of Health Outcomes and Biomedical Informatics

Led qualitative analysis for research focused on understanding oncologists' perceptions of telemedicine during the COVID-19 pandemic. Used the constant comparative method to analyze one-on-one interview data, which included codebook creation. Wrote the Methods and Results sections for scientific manuscript, in addition to contributing to the Discussion section. Additionally, conducted statistical analysis for a project examining clinicians' responses to patients' sharing information gathered online.

Department of Neurology

Led qualitative data collection (i.e., one-on-one interviews) for grant-funded research examining patient/caregiver dyads with Lewy Body Dementia experiences using a pilot telemedicine intervention. Consulted on the development of the moderation guide, and conducted interviews with dyads pre-post intervention, in addition to professionals (occupational therapists, physical therapists, etc.) that worked with the dyads.

User Research Consultant | Freelance Remote

2018 - Present

Work with brands/organizations to better understand their consumers' behaviors and attitudes using mixed-method approaches. I design online surveys comprised of validated measures + open-ended questions to gather large amounts of data, while still employing both qual + quant analyses methods including qualitative analysis (e.g., thematic, constant comparative, etc.) and quantitative analysis (e.g., inferential, parametric, regression, etc). Research findings have been used to develop quantitative instruments for future research, improve communication and relationship with consumers, and better consumers' interactions and intent with products. Translate complex data analysis findings into easily digestible material, and present to clients in slidedeck format. Happy to talk more about the work, but due to signed NDAs, I cannot reveal client's identity.

**Research Assistant | University of Florida, College of Journalism and Communication
Gainesville, Florida**

2017 – 2020

Worked on multiple grant-funded studies focused on intervention and resource development, collaborating with multidisciplinary teams of clinicians and researchers from various health science programs, including the College of Medicine, the College of Nursing, the UF Health System, and Memorial Sloan Kettering Cancer Center. Gained research experience across the research process from multiple epistemologies, which included developing interview and focus group guides, actively participating in participant recruitment and data collection, and conducting qualitative and quantitative analysis of data.

**Web/UX Designer | Fairhope Web Consulting
Remote**

2016-2020

Focused on creative elements, layout, content, and functionality of sites. WordPress was the primary CMS used and Elementor was the primary tool utilized for layout and building. Used Adobe Photoshop for editing images and resizing for the web. Also responsible for writing engaging content for clients. Became familiar with managing domains and hosting for specific sites.

EDUCATION

Ph.D., Communication | University of Florida

Concentration: Health UX and Communication; Mixed Methodology

Certificate of Study in Spirituality and Health | University of Florida

M.A., Mass Communication | University of Florida

Concentration: Popular culture and media; Oral Histories

B.A., Mass Communication | Spring Hill College

Concentration: Feature writing, long-form narrative, sports journalism, and graphic design

PEER-REVIEWED PUBLICATIONS

¹ The Adverse Effects of Meditation-Interventions and Mind–Body Practices: A Systematic Review (2022). *Mindfulness* 13, 1839–1856. <https://doi.org/10.1007/s12671-022-01915-6>

¹ Practicing Mindfulness Through Mobile Applications: Emerging Adults' Health-Enhancing and Inhibiting Experiences (2022). *International Journal of Environmental Research and Public Health*. 19(5), 2619. MDPI AG. doi.org/10.3390/ijerph19052619

² Clinicians' perceptions of the benefits and challenges of tele-oncology as experienced through the COVID-19 pandemic: A qualitative study (2022). *JMIR Cancer* 2022;8(1):e34895. <https://cancer.jmir.org/2022/1/e34895>

² Comparing Transactional eHealth Literacy of Individuals With Cancer and Surrogate Information Seekers: Mixed Methods Study (2022). *JMIR Formative Research* 6(9): e36714. doi: [10.2196/36714](https://doi.org/10.2196/36714)

¹ Streaming mindfulness: exploring the viability of a video streaming service as an effective intervention for promoting mindfulness and wellbeing (2021). *Internet Interventions* 25, 100419. doi.org/10.1016/j.invent.2021.100419

² Empathic communication in Dignity Therapy: Feasibility of measurement and descriptive findings (2021). *Palliative and Supportive Care*, 1-7. [doi:10.1017/S1478951521001188](https://doi.org/10.1017/S1478951521001188)

¹ A qualitative analysis of clinicians' communication strategies with family members of patients experiencing hospital-acquired delirium (2021). *Geriatric Nursing* (42), 694-699. doi.org/10.1016/j.gerinurse.2021.02.009

¹ "Miracle" or "Medicine": A turning point analysis of patients' and physicians' shifting views on acupuncture (2020). *Medical Acupuncture*, 32(5), 263-271. doi.org/10.1089/acu.2020.1428

² International barriers to parent-child communication about sexual and reproductive health topics: a qualitative systematic review (2020). *Sex Education*, 1-17. doi.org/10.1080/14681811.2020.1807316

² Choosing channels, sources, and content for communicating Prostate cancer information to black men: a systematic review of the literature (2018). *American Journal of Men's Health*, 12(5), 1728–1745. doi.org/10.1177/1557988318786669

BOOK CHAPTERS

¹ Patient Communication Skills Training (2023). In *The International Encyclopedia of Health Communication* (eds E. Y. Ho, C. L. Bylund, J. C. M. van Weert, I. Basnyat, N. Bol and M. Dean). <https://doi.org/10.1002/9781119678816.iehc0567>

CONFERENCE PRESENTATIONS

¹ Association of Marketing and Health Care Research – 2019, 2020, 2021, 2022

¹ National Communication Association - 2021

¹ International Conference on Communication in Healthcare – 2019, 2021

¹ Academy of Communication in Healthcare – 2020

² Society of Behavioral Medicine Annual Conference – 2022

² American Psychosocial Oncology Society Annual Conference – 2022

² International Communication Association – 2019, 2021

¹ Association for Education in Journalism and Mass Communication annual conference – 2019

¹ Popular Culture Association annual conference

¹ Lead author, ² Co-author

METHODOLOGICAL SKILLS

Qualitative Methods (focus groups, interviews, content analysis, oral histories, observations)

Quantitative Methods (descriptive/inferential statistics, parametric, regression)

Systematic Review

Narrative Review

Survey Design

Interview Guide Design

SOFTWARE SKILLS

UserTesting.com

Alast.ti

Nvivo

Covidence

IBM SPSS

Qualtrics/RedCap

Adobe Creative Suite

Lens Studio

Wordpress/CMS

ADDITIONAL PROFESSIONAL EXPERIENCE

Freelance Writer/Creator | Summer 2021 - Present

Washington Post Talent Network

Sports Photographer | 2017-2020

University of Florida, University Athletic Communication Division

Sports Photographer | 2014 – 2016; 2017 – 2020

WUFT News/WRUF, Online Public Media Station

News Editor | 2014 – 2016

WUFT News, Online Public Media Station

Freelance Writer | 2012 - 2017

Lagniappe, Independent Newspaper

Multimedia Editor/Staff Writer | 2009 – 2012

Lagniappe, Independent Newspaper

Music Editor | 2011 – 2012

Fishbowl Record, Online Music Publication

Sports Stringer | 2009

Mobile Press-Register