

Curriculum Vitae

Robert E. M. Spencer

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Education

- 2012–2014 **MS in Sociology**
Brigham Young University, Provo UT
- 1999–2012 **Graphic Design and Illustration**
Brigham Young University, Provo UT
- 1991–1999 **BA in English**
Brigham Young University, Provo UT

Thesis

- 2014 **Speaking from Experience:
How Do Entrepreneurs Evaluate the Merits of Practicing as a Non-Profit or For-Profit Form?**
Brigham Young University, Provo UT

Committee chair and members:

Carol Ward, chair
Curtis Child
Eva Witesman

Grants and Fellowships

- 1999 **ORCA Grant**
Awarded the Research and Creative Activities Scholarship to conduct a comparative study of traditional stories among Catholic, Protestant, and Mormon Mayan K'ekchi in Senahu, Guatemala. Published results in the *Brigham Young University Journal of Undergraduate Research and Creative Activities*.

Research Experience

- 2014 **Speaking from Experience:
How Do Entrepreneurs Evaluate the Merits of Practicing as a Non-Profit or For-Profit Form?**
Directed by Carol Ward, Curtis Child, Eva Witesman, Brigham Young University, Provo UT
Conducted qualitative research by reading and coding 45 interviews of nonprofit and for-profit entrepreneurs using Dedoose mixed methods data analysis software as well as STATA data analysis and statistical software | Created variables from the codes for quantitative analysis | Presented at the "Research Colloquium on Social Entrepreneurship" hosted by the University of Missouri–Kansas City Bloch School of Management | Used research for my thesis
- 2014 **Rural Community Attachment and Satisfaction Mitigates Mental Health
But to What Extent? Montana As a Case Study**
Directed by Scott Sanders, Brigham Young University, Provo UT
Provided the literature review for community attachment and satisfaction as well as produced the statistical analysis using logistic regression, compiled the findings, and created tables in the article | Presented the findings at the American Sociological Association's 2014 Annual Meeting
- 2014 **The Link Between Organizational Identity Orientation and Organizational Reputation**
*Consultants, David Whetten, Brigham Young University, Provo UT;
Shelley Brickson, University of Illinois at Chicago, Chicago IL*
Aided in operationalizing organizational identity and organizational reputation as well as compile the data set being analyzed.

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- 2013 **Bulwarks against Market pressures:
Affective Regulation in the For-profit Pursuit of Social Value**
Directed by Curtis Child, Brigham Young University, Provo UT
Researched, organized, and Identified literature to support the question of whether companies can juggle both a profit-maximizing mission as well as a social mission.
- 2013 **Socioeconomic Benefits of the Under-educated in Mexico**
Directed by Tim B. Heaton, Brigham Young University, Provo UT
Analyzed Mexican census data using STATA and developed linear regression models to study the effects of literacy and minimal education on the socioeconomic benefits of the under-educated in Mexico | Conducted the literature review, and, in consultation with Tim Heaton, created the research method, and wrote the paper.
- 2013 **CHOICE Humanitarian Impact Assessment**
Directed by Tim B. Heaton, Brigham Young University, Provo UT
Analyzed and identified resources within 3 Mexican communities (from the 2012 CHOICE Humanitarian Mexico Household Survey conducted by BYU undergraduate students) that could effect participation of individuals in their community | Used STATA to create variables and analyze the data from the household survey
- 2013 **Sociology 605 Course on Multiple Regression Analysis**
Taught by John Hoffman, Brigham Young University, Provo UT
- 2013 **Sociology 604 Course on Ethnographic Research Methods**
Taught by Todd L. Goodsell, Brigham Young University, Provo UT
- 2013 **MBA 548R Course on Middle Range Theorizing**
Taught by David Whetten, Brigham Young University, Provo UT
- 2013 **Sociology 600 Course on Graduate Research Methods**
Taught by Mikaela Dufur, Brigham Young University, Provo UT

Teaching Experience

- 2013 **TA at Brigham Young University in the Sociology Department
for Soc 301: Applied Social Research Methods (topics included Program Needs/Asset Assessment, Evaluation of Program Implementation, Evaluation of Program Outcomes, Evaluation of Net Program Impact)**
Brigham Young University, Provo UT
Activities included:
In-class Presentation and Discussion of Relevant Materials |
Evaluation and Grading of Student Work
- 2000–2001 **Teacher at Brigham Young University in the Humanities Department
for a course equivalent to DIGHT 230 in Academic Publishing using QuarkXpress**
Brigham Young University, Provo UT
Activities included:
Development of Lesson Plans |
Evaluation and Grading of Student Work

Work Experience

- 2019–2025 **Senior Product UX Designer**
GoReact, Orem UT
Activities included:
Designed SaaS software specializing in video-based feedback and assessment tools using the Agile product development framework. Designs were created with Figma, Adobe XD, and the Adobe Creative Suite. Led user research, usability testing, and iterative prototyping to improve complex workflows for educators and learners. Collected and Analyzed product user interaction data using Fullstory, Sigma, and AirTable. Collaborated cross-functionally with product managers, engineers, and customer teams to align user needs with business goals.

- 2017–2019 **UX Designer**
Learning Through Image, Provo UT
Activities included:
 Conceptualized animations for IHC, RainFocus, and a help website for MoreReporting using the Adobe Creative Suite and Adobe XD. Also, Set up a voice recording studio for voice-over artists and composed music for animation
- 2015–2017 **Product UX Designer**
RainFocus, Lindon UT
Activities included:
 Designed & conceptualized SaaS software within an Agile product development framework with Adobe XD, Sketch, Invision, and the Adobe Creative Suite. These designs secured consistent work with Fortune 500 clients such as Oracle, Samsung, Cisco, Gartner, and VMware to help manage their flagship events
- 2012–2014 **Research Assistant and TA**
Brigham Young University, Provo UT
Activities included:
 Research involving a variety of topics, including: perceptions of entrepreneurs, social enterprise, blurring of economic sectors, organizational commitment, rural literacy, and rural mental health
 Teacher assistant for a course on applied research methods including needs assessments, evaluation of a program's implementation, outcome, and impact
- 1999–2012 **Production Editor of Academic Publications | Layout and Design Editor | Computer Support Representative at Brigham Young University Studies**
Brigham Young University, Provo UT
Activities included:
 Design and Production of:
 Publications | Advertising and Promotional Materials | Banners and Posters
 Color Correction and Color Proofing
 Web Production
 Research and Implementation of Visual Art and Design Principles
 Project Tracking | Personnel Management and Training
 Computer Support | Computer Hardware and Software Purchases | Archiving and Backup

Publication

- 2016 **The Blurring Hypothesis Reconsidered: How Sector Still Matters to Practitioners.**
Voluntas, 27, 1831–1852.

Research Interests

Online Learning (Specifically on Web and Mobile Applications as Learning Platforms)

Social Entrepreneurship and Social Enterprise

Personal

Fluent in Spanish speaking, reading, and writing. Lived in Guatemala, Chile, Costa Rica for 11 years. Married to Alison Hill Spencer, father of 5 children. Have played several years of club and olympic development soccer as well as high school and community basketball. Currently coach soccer for Liverpool International Academy Utah and hold a US Soccer C license. Played jazz, classical, and latin trumpet at Brigham Young university including 6 years with *Mariachi America*. Enjoy drawing, painting, playing the trumpet, and having fun with my wife and kids.