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Engineering & Scientific Consulting

Chad Phipps, Ph.D.

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Professional Profile

Dr. Chad Phipps is a human factors psychologist with over two decades of experience in user experience (UX), and product development across consumer electronics, defense systems, and emerging technologies. He specializes in the design and evaluation of complex human–machine systems, with expertise in usability testing, human performance, and ergonomics for both hardware and software—as well as their integration.

At Exponent, Dr. Phipps supports consulting efforts involving usability evaluations, human performance assessments, and user experience across the product development lifecycle. His work spans safety-critical systems and consumer-facing technologies, where he applies knowledge of cognitive, perceptual, and physical capabilities to assess human-system interaction, identify potential use-related risks, and improve product design—ensuring seamless interaction from product unboxing to retirement.

Dr. Phipps brings a systems-thinking approach to complex interaction challenges, drawing from a career that includes leadership roles at Meta, General Dynamics, and Motorola. At Meta's Reality Labs, he led a multidisciplinary team focused on improving augmented and virtual reality system wearability, user comfort, and overall usability. He also integrated artificial intelligence and machine learning techniques into user research to uncover behavioral insights and guide immersive product development. At General Dynamics, he managed large UX teams supporting Department of Defense programs, directing user-centered design efforts for mission-critical technologies involving tightly coupled hardware-software systems. While at Motorola, he led initiatives in mobile and wearable ergonomics, established global usability standards, and earned multiple patents related to digital input systems.

Dr. Phipps earned his Ph.D. in Human Factors Psychology from Wichita State University, where his academic work emphasized motor control and usability. His background bridges academic research and applied product development, enabling him to support clients across a wide range of industries and technical domains.

Academic Credentials & Professional Honors

Ph.D., Human Factors Psychology, Wichita State University, 2003

M.A., Psychology, Wichita State University, 1999

B.S., Psychology, Missouri Southern State University, 1995

Prior Experience

Senior Manager – User Experience, Meta, 2022 - 2025

Senior Manager – User Experience, General Dynamics Mission Systems, 2013 – 2022

Senior Human Factors Specialist, Motorola, 2011 – 2013

Design Lead, General Dynamics C4 Systems, 2010 – 2011

Sr. Manager – Human Factors, Motorola, 2002 - 2010

Professional Affiliations

Human Factors and Ergonomics Society

User Experience Technical Group

Product Design Technical Group

Patents

US Patent 9245165B2: Auxiliary functionality control and fingerprint authentication based on a same user input. Jan 2016 (Jiri Slaby, Roger W Ady, Rachid M Alameh).

US Patent 9939958B2: Touch sensitive surface with recessed surface feature for an electronic device. April 2018 (Jeffrey R Devries, John C Johnson, Louis J. Lundell, Thomas Y. Merrell, Mitul R. Patel, Jiri Slaby)

US Patent 7683918B2: User interface and method therefor. March 2010 (Michael Bohan, David B. Cranfill, Xiaohua Ning, Susan L.Tuttle)

US Patent USD17340S1: Display screen with enteral feeding icon. November 2014 (Robery Allyn, Josef Zeevi, Ryan Hoalt, Joseph Ray Meersman)

US Patent 8583421B2: Method and apparatus for psychomotor and psycholinguistic prediction on touch based device. November 2013 (Jeremy Slocum, Yuen-Keen Cheong, Minh Quan Phan Huy)