

**E. Gigi Taylor, PhD**  
**Austin, Texas**  
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**gigitaylor.com**

## **PROFESSIONAL EXPERIENCE**

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<b>Luminosity Research, Austin, TX</b> <i>Cultural Anthropologist</i> Qualitative consumer researcher for national and global clients. Research services in English and Spanish include focus groups, one-on-one interviews, store observations, shop-alongs, and ethnographies.	<b>2006-date</b>
<b>Texas State University, San Marcos, TX</b> <i>Advertising Faculty</i> Taught Media Planning, Account Planning, Intro to Advertising	<b>2013-2016</b>
<b>Practica Group, Austin, TX</b> <i>Partner</i> Partner with Practica Group, a consumer anthropology research consultancy with partners based in Chicago, New York and Austin. Qualitative research skills used to advise clients on branding, website creation, advertising messaging, logo development, new product design, and retail merchandising.	<b>2010-2013</b>
<b>Texas State University, San Marcos, TX</b> <i>Advertising Faculty</i> Taught Media Planning, Intro to Advertising, Creative Strategies, Advertising Management	<b>2002-2006</b>
<b>Publicis &amp; Hal Riney Advertising, San Francisco, CA</b> <i>Account Planner</i> Designed, managed and participated in all aspects of qualitative research (focus groups, one-on-one interviews, in-home interviews) to understand the consumer perspective.	<b>1999-2001</b>
<b>Holt, Rinehart and Winston Publishing, Portland, OR</b> <i>Publisher's Representative</i> Sold textbooks and solicited manuscripts from professors at 21 universities and community colleges throughout Oregon and Washington.	<b>1986-1989</b>

## **EDUCATION**

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University of North Texas, MS in Applied Anthropology	<b>2019</b>
University of Texas at Austin, PhD in Advertising	<b>1999</b>
University of Texas at Austin, MA in Advertising	<b>1994</b>
University of Colorado at Boulder, BS in Marketing	<b>1986</b>

## **ADDITIONAL SKILLS and TRAINING**

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- Spanish, Spoken-Advanced Fluent
- Digital mobile ethnography, UX and Usability testing
- RIVA Training Institute, Washington, DC  
Fundamentals of Moderating and Projective Techniques

## **PROFESSIONAL MEMBERSHIPS AND SERVICE**

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| • Society for Applied Anthropology, SfAA Podcast Project social media director | Member since 2014     |
| • American Academy of Advertising, Annual conference paper reviewer            | Member since 1994     |
| • American Anthropological Association   | Member since 2012     |
| • Austin Ad Federation Board, Co-Vice President of Education                   | Fall 2014-Spring 2016 |