

CAREER SUMMARY

UX Researcher with diverse agency and corporate experience in qualitative and quantitative research, Human-Centered Design (certified instructor), and visual design available immediately to contribute a Design Thinking approach on challenging and innovative projects.

CORE COMPETENCIES

Lead HCD Ideation Sessions

- Run HCD ideation sessions both solo and within a team efficiently and effectively.
- Collaborate with customers on UX and visual design through workshops, user scenarios, information architecture, wireframes, rapid prototyping, and high-fidelity design.

Implement UX Research

- Design end-to-end UX research plans.
- Suss out pain points and areas of opportunity for products and services by performing in-depth interviews, usability and concept testing, field research, and contextual inquiry.
- Apply the heuristic review auditing procedure using rules of thumb to measure the usability of user interfaces in independent walkthroughs and report findings.

Analyze & Communicate UX Research

- Storyboard customer experiences using information gathered in the research phase to connect the dots of their needs and flows, concepts, design principles, and experience details.
- Translate analysis into insights and suggestions.
- Present analysis and next step recommendations to stakeholders.

Apply UX Research & Implement Designs

- Design, iterate, and rapidly prototype to demonstrate interactive experiences across mediums.
- Create experiences for emerging technologies by improving research and design processes to maximize creative potential.

EDUCATION

LUMA Institute. Human Centered Design Instructor Certification. (4/2013)

West Virginia Wesleyan College. BA in Graphic Design. Minors in Business and Computer Science. (5/2002)

TOOLS

Expert in qualitative research, Human-Centered Design, virtual usability and concept testing.

Experienced in quantitative research, Figma, Mural, Agile, Airtable, SmartSheets, Trello.

PROFESSIONAL EXPERIENCE

UX Researcher. Intuit (remote | 8/2021-Present)

Designed evaluative and generative research to obtain qualitative data. Administered virtual moderated and unmoderated usability testing. Synthesized and reported findings. Presented to stakeholders to evolve product designs.

Senior UX Designer. PLS (Pittsburgh, PA | 5/2019-2/2020)

Working in an Agile environment, standardized UX and UI design across multiple web portals. Designed product dashboard.

Senior Visual Designer. Emerson (Pittsburgh, PA | 3/2013-3/2015)

Enhanced customer experience across products and services utilizing field research, contextual interviews, and interface prototyping. Additionally, contributed by training clients in Human-Centered Design techniques as well as developing internal training, a departmental marketing plan, and the company social media presence.

Senior Web Developer/Art Director. Saint-Gobain (Valley Forge, PA | 1/2008-5/2012)

Created websites, promotional campaigns, and branding for B2B, B2C, and internal communications, including a brand redesign credited with a 20% increase in employee participation in the LiveWell benefits program.

Designer. Crossbow Studio (Philadelphia, PA | 3/2007-11/2007)

Designed print advertising, websites, and wayfinding graphics for the commercial real estate industry and improved internal processes by developing a server file management and archival system.

Graphic Designer. Dorland Global Health Communications (Philadelphia, PA | 10/2002-3/2007)

Managed production department of entry-level designers and freelancers. Designed print marketing materials, environmental signage, and advertising campaigns for healthcare clients.