

User Experience Researcher

An accomplished UX design professional with proven experience leading qualitative and quantitative research projects that incorporate UX research best practices, including Contextual Inquiry, Usability Studies, Interviews, Surveys, Design Sprints, Heuristics, Scorecards, and Focus Groups. Adds value with a strong design background as well as an ability to partner with internal and external stakeholder groups throughout projects and initiatives.

Core Competencies

User Experience Research	Qualitative & Quantitative Research	Cross-Functional Collaboration
Project & Program Management	Capturing Actionable Intelligence	Team Leadership & Management
Strategic Planning & Execution	Focus Groups & Information Gathering	Coaching, Training & Mentoring

Professional Experience

T-MOBILE

Seattle, WA

Qualitative User Experience Research Contractor (7/2017 – Present)

- Conduct exploratory, descriptive, and evaluative research remotely and at T-Mobile stores.

SALESFORCE

Seattle, WA

User Experience Researcher (6/2015 – 7/2017)

- Led qualitative and quantitative research on Salesforce Email, Content, Predictive, and Mobile products through Contextual Inquiry, Usability Studies, Interviews, Surveys, Design Sprints, Heuristics, Scorecards, and Focus Groups.
- Engaged regularly with internal and external groups, collaborating cross-functionally to resolve internal issues, as well as oversee external focus groups.
- Launched a new effort with the UX team, Pure Research, conducting contextual inquiry and remotely watched customers work; allowed for focus on how customers were actually using systems and software, as opposed to perceptions.
- Partnered with product development and UX teams to enhance products, processes, and workarounds by leveraging data gathered from user experience research.
- Led a major customer focus group for The Gap, overseeing journey mapping for the approvals process within the client's company; provided different tools for Gap teams to collaborate on approvals.

UX Research Intern (6/2014 – 8/2014)

- Interviewed and facilitated focus groups with internal and external stakeholders, writers, and product managers.
- Took the lead in completing competitive analysis and in-depth research of user help systems, as well as task analysis of social software using Morale.
- Engaged directly with leadership across multiple lines of business, presenting findings, insights, and design suggestions to teams nationwide.
- Wrote scripts, administered phone screens, and conducted task-oriented and discovery-oriented usability studies using Invision prototypes, as well as customer and public-facing user help systems.

INDIANA UNIVERSITY

Bloomington, IN

Design Intern, Men's Basketball (9/2014 – 6/2015)

- Designed postcards, mailers, and credentials using Illustrator, InDesign, and Photoshop.
- Performed a wide range of analysis functions, including conducting analysis of statistics and data for Indiana University Men's Basketball team.

Associate Instructor, Human Computer Interaction (12/2013 – 5/2015)

- Led a discussion session for 30 undergraduate students in Human Computer Interaction (HCI) Design; discussed project work and answered a wide range of UX questions.

ACM SIGGRAPH

Vancouver, BC

Poster Presenter (1/2014 – 12/2014)

- Led the research, creation, proposal, and presentation of a poster revealing the opportunity to immerse audiences throughout a total film experience using Augmented Reality.

CUSTOM PRODUCTS

Atlanta, GA

Trade Show Manager (9/2000 – 8/2010)

- Oversaw the shipping, setup, break down, and storage of show booths at medical trade shows nationwide.
- Leveraged expertise in quickly resolving crisis situations, including learning how to manage people and how to establish a strong rapport quickly with team members.
- Drove performance by providing hands-on coaching, training, mentoring, and support to teams throughout the trade show, from design to setup and close.
- Gained a strong understanding of the policies and best practices of working with unions, resulting in the company being able to get to the front of the line for electrical setup, carpeting, and lighting.

CLEAR CHANNEL RADIO

Charleston, SC

Promotions Coordinator (1/2006 – 2/2007)

- Designed, created, and executed promotions for five different station formats, maintaining close communication with sales teams and Program Directors.
- Facilitated live interviews and conducted surveys with guests and listeners to gather actionable intelligence.

96WAVE RADIO

Charleston, SC

Promotions Assistant (1/2004 – 1/2006)

- Promoted the 96Wave station by transmitting live remotes, organizing contests, managing the board for live broadcasts, and hosting a sports talk show.

Software & Training

Camtasia, Morae, GetFeedback, Sony Vegas, Final Cut Pro, Balsamiq, Cogtool, Validately, UserZoom, Slack, Google Suite, Adobe Creative Suite (Photoshop, InDesign), MS Office Suite (Word, Excel, Outlook, PowerPoint)

Education

Indiana University Bloomington

MASTER OF SCIENCE, HUMAN COMPUTER INTERACTION

Georgia Southern University

BACHELOR'S DEGREE IN BROADCASTING

Lander University

COMMUNICATION STUDIES