

### Professional Experience

10+ YRS

#### User Experience Designer & Researcher

Lead user experience researcher & designer for agency, contract, & international retail brands, with broad experience encompassing customer/consumer research, UI design, internal process & system design, & experience definition. As a UX Lead, mentored junior level UX interns and new hires, while establishing a research practice consisting of tracking analysis, prototyping, consumer advocate testing, and A/B test plans and implementation.

#### UX Design

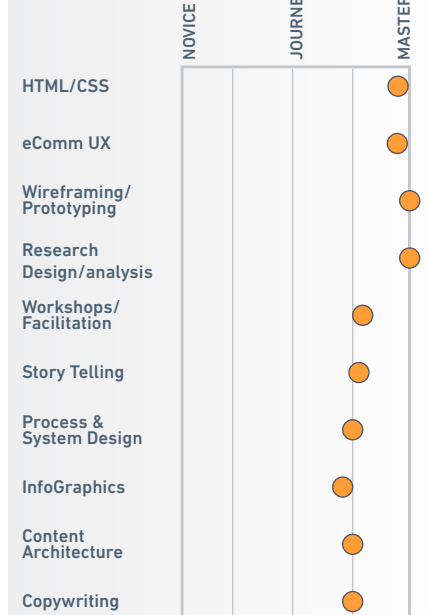
- Rapid prototyping and validation
- HTML5, CSS3, Javascript
- Infographics, process diagrams
- Journey map design
- Process flow & affinity diagrams
- User persona writing
- Proposal and SOW preparation
- Responsive web
- App and video game design
- Virtual and augmented reality design
- Artificial intelligence integration
- Wireframes and UX writing

#### UX Research

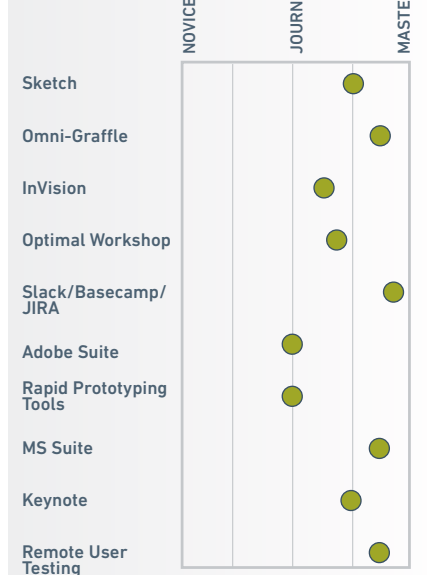
- Research design and analysis
- Qualitative interviewing
- Secondary research
- Findings documentation
- Customer journey mapping
- Workshop and focus group facilitation
- Stakeholder/Client presentations
- Remote and user
- Expert collaborator
- Requirements gathering

#### AT A GLANCE

##### UX Skills



##### UX Tools



## Employment History

### Sr. UX Researcher - Branding Brand, Mar 2022 to Present

Assigned to Audible's (Client) Devices team, provided research and design for improving the member's options and access to audiobooks and podcasts. This includes both within Audible.com as well as on Amazon surfaces. Provided heuristic and best-practices to guide product and UX roles in heuristic evaluations of apps and sites.

### Sr. UX Researcher - Sun Life, Jun 2021 to Mar 2022

As a dedicated researcher within a product-based UX team, provided research for immediate needs such as UI testing, UAT testing, concept testing, card sorts, tree tests, and various other qualitative study methods. In the macro - established iterative processes for product testing while leading journey mapping research across multiple profit streams and digital products.

### Lead UX Researcher and Designer- NIKE (via TekSystems), Jan 2021 to June 2021

Led three-person team to define, research, and finalize user needs within BOM management tool. Work included delivering qualitative research findings and high fidelity wire-frames to development team.

### Sr. UX Researcher Designer - CMD Agency, Sep 2018 to Dec 2020

UX research, design, and consulting on client websites, mobile apps, video games, as well as internal research focused on agency growth.

### Life Coach - Freelance, Sep 2018 to Present

Mentoring and coaching practice focusing on home/work balance, family dynamics, and new-parent coaching.

### Sr. UX Researcher and Designer - Columbia Sportswear Company, Nov 2016 to Oct 2018

Qualitative user research via staff and consumers. UI and process flow design across multiple brand sites covering every facet of shopping, checkout, and account management.

### Sr. UX Researcher and Designer - NIKE (via TekSystems), Mar 2016 to Nov 2016

Facilitated workshops, qualitative research, and completed wireframes for internally facing merchandising system coordinating wholesale and emerging DTC efforts. Designed visual drag-and-drop interface, aligning user-preferences with real-world tech.

### User Experience Designer - Pinpoint, Oct 2012 to Mar 2016

Lead user experience designer delivering research, wireframes, prototypes, mockups, process and service designs, and providing clients brand and process consulting.

## Education

Certified E-Commerce UX Professional - Baymard Institute - 2018, (<https://baymard.com/ux-training>)

Portland State University - Certificates: Web Developer & Web Producer through Multimedia Program, 2008

Community College of the Air Force - AA Degree Computer Science - Emphasis in software development, 1999

Long Beach Community College - AA Degree Liberal Arts, - Writing, Philosophy, 1990