
Summary

UX Researcher proficient in Maze, Optimal Workshop, Figma, Slack, Miro, and Trello, with over 5-years experience in conducting stakeholder interviews, competitor analysis, expert reviews, & gathering requirements for digital products, business systems analysis and quality assurance testing. Familiar with qualitative and quantitative research methodologies used for data analysis & synthesis.

Skills

Software: Maze, Optimal Workshop, Miro, Slack, Figma, Notion, Canva, Trello

Languages: HTML, CSS, JavaScript

Methods/Approaches: Quantitative and Qualitative Research Methods, Design Process, User Centered Design

Concepts: UX Research, Usability Testing, RITE, Stakeholder Interviews, Competitor Analysis, Expert Reviews, User Surveys, User Research Interviews, Concept Testing, Contextual Inquiry, Testing Tools, Data Analysis & Synthesis, Heuristic Evaluation, Card Sort Study, Personas, Affinity Mapping, User Stories, UX Design, User Flows, Sitemap, Wireframes, Hand-drawn Paper Prototype, & Low-fidelity Prototype

UX Research Projects

RITE, Usability Testing, User Surveys, User Research Interviews | **Case Study**

- Created User Research Plan
- Designed User Survey & Recruited User Survey Participants
- Created User Research Interview Recruitment Plan, User Research Interview Session Guide, & User Research Interview Questions
- Recruited User Research Interview Participants & Conducted User Research Interviews
- Recruited RITE and Usability Testing Participants
- Conducted moderated remote RITE Testing with 5 participants with paper and digital prototypes
- Conducted moderated and unmoderated remote Usability Testing with 10 participants
- Synthesized data collected from User Surveys, User Research Interviews, RITE & Usability Testing
- Generated insights from the data collected to help drive the digital design
- Collaborated with Stakeholder on design changes based upon insights
- Prepared and Presented research insights to the stakeholder and product owner
- Used Zoom, Maze, Google Forms, Google Sheets, Google Docs, Google Slides

Concept Testing, Competitor Analysis, Stakeholder Interview | **Case Study**

- Conducted Concept Testing for a mobile app idea with 3 participants
- Conducted Stakeholder Interview & Competitor Analysis
- Synthesized data collected from research
- Prepared and Presented Findings to Stakeholder
- Collaborated with Stakeholder on mobile app idea design changes and functionality based upon insights
- Created Wireframes for mobile app idea design
- Used Google Slides, Google Docs, and Snagit

Expert Review | **Case Study**

- Conducted an Expert Review for a mobile website redesign
- Evaluated the website using Mobile Design Best Practices checklist
- Synthesized data collected from Expert Review
- Prepared and Presented Findings to Stakeholder
- Collaborated with Stakeholder on mobile website redesign
- Used Google Docs, Snagit

Experience

WEBSITE DESIGNER & DEVELOPER/ONLINE MARKETER

Cincinnati, Ohio
Jun 2010 – Present

BW Marketing Solutions

- Conduct stakeholder interviews, user interviews, expert reviews, & competitor analysis
- Conduct concept testing and A/B testing
- Gather and define requirements for desktop and mobile sites
- Collaborate with stakeholders regarding project goals, design and functionality
- Synthesize data to inform digital product design
- Present recommendations to stakeholders
- Design web content including websites, online order forms, and logos
- Create monthly email marketing campaigns that generated thousands of dollars in sales each month
- Implement online reputation strategies that help clients earn a 5-Star rating on Google within 1 month
- Conduct Functionality Testing
- Create websites using Wix, HTML, CSS, and Javascript, also use Canva, Jotform, and Snagit

MOBILE APP BUSINESS ANALYST

Cincinnati, Ohio
Jan 2011 – Apr 2016

BW Marketing Solutions

- Conducted stakeholder interviews and competitor analysis
- Gathered and defined requirements for iOS and Android apps
- Collaborated with stakeholders, app designers, and app developers regarding app functionality & design
- Synthesized data to inform mobile app design
- Presented recommendations to stakeholders
- Created mobile app deliverables including page mockups, logo, marketing materials, and app store info
- Worked with a remote mobile app development team to design, develop, and launch apps in app stores
- Conducted Functionality Testing and engaged with clients to plan and execute User Acceptance Testing
- Trained clients on mobile app usage
- Managed mobile app projects with Trello, and also used Jotform

Education

CERTIFICATE, UX/UI DESIGN

May 2021
Remote

Thinkful

CERTIFICATE, GOOGLE ANALYTICS FOR BEGINNERS

Dec 2020
Remote

Google Analytics Academy

BACHELORS OF BUSINESS ADMINISTRATION, MANAGEMENT INFORMATION SYSTEMS

Jun 1987
Riverside, California

Loma Linda University