



“ I create innovative digital experiences based on **human centered design** principles, **research**, **data**, and **strategy** to drive business results.”

### Qualifications

Analytics  
Design  
KPIs & Metrics  
Research  
Strategy  
User Testing

### UX Skills

Accessibility, 508  
Competitive Analysis  
Content Strategy  
Design Thinking  
Flow Diagram  
Heuristic Evaluation  
Information Architect  
Jobs-to-Be-Done  
Journey Map  
Personas  
Prototype  
Scenarios  
SEO  
Site Map  
Sketches  
Storyboard  
Taxonomy  
Usability Testing  
Wireframe

### UX Measures

CSAT  
NPS  
SUPR-Q  
SUS

### Research & Test Methods

RITE  
KRUG  
A/B  
Baseline  
Benchmark

### User Experience Research Manager, Digital.ai

2020 – 2023

- Led a team of 2 researchers and 5 designers.
- Mentored UX Researchers, UX Designers, and Product Managers on research and design best practices.
- Partnered with managers on developing research operations practices, such as participant panel development, management, and research tool selection.
- Developed content for and taught quarterly courses on usability testing, KPIs, and UX measurement practices.
- Conducted both qualitative and quantitative research and analyses using methods including, but not limited to, usability testing, heuristic assessments, card sorting, comparative/competitive analysis, concept testing, contextual observation, ethnographic studies, interviews, treejack studies, and surveys.
- Made significant contributions to brainstorming, critiques, and other collaborative sessions with multidisciplinary teams and performed participant recruitment by creating screeners and scheduling.
- Led the analysis of existing data in demographics, technology, socioeconomics, and the market to monitor cultural and social trends, and their impact on consumers' attitudes, behavior, and perceptions, leveraging strong knowledge to draw meaningful insights.
- Reviewed research observations, reports, briefs, session footage, and highlight reels and evaluated the findings and recommendations.
- Provided significant input into proposals and project scopes with recommended design research approaches.

### Key Achievements

- Led and created a customer research panel.
- Started a monthly UX Guild discussing UX topics with outside speakers.
- Started a monthly UX Newsletter socializing UX happenings and research studies.

### User Experience Research, EY (Synergis Creative)

2020

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- Made significant contributions to brainstorming, critiques, and other collaborative sessions with multidisciplinary teams and performed participant recruitment through creation of screeners and scheduling.
- Led the analysis of existing data in areas such as demographics, technology, socioeconomics, and the market to monitor cultural and social trends, and their impact on consumers' attitudes, behavior and perceptions, leveraging strong knowledge to draw meaningful insights.
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Card Sort  
Eye-Tracking  
Expectancy  
Functional Saliency  
Performance  
Top Tasks  
Tree  
Visual Affordance

## Research & Test Methodologies

Behavioral  
Attitudinal  
Qualitative  
Quantitative

## Analytic Tools

Google  
Adobe  
Webtrends  
CrazyEgg  
Pendo  
ThoughtSpot  
IBM Watson

## Design Tools

Axure RP  
Figma  
Illustrator  
InVision  
iRise  
Photoshop  
Mural  
Sketch  
XD

## Research & Test Tools

Hotjar  
Optimal Sort  
Treejack  
Userlook  
UserTesting  
UserZoom

## Voice of Customer Tools

ForeSee  
OpinionLab  
Qualtrics  
SurveyMonkey  
UserZoom

- Provided significant input into proposals and project scopes with recommended design research approaches.
- Drove adaptation and innovation efforts regarding research practices to meet team and client needs under tight timeframes, budgetary constraints or when faced with recruiting challenges.

### Key Achievements

- Led and conducted qualitative and quantitative research for EY's Entrepreneur of the Year global program.

## User Experience Research & Design, AT&T (Kforce)

2017 - 2020

- Integrated human-centered design strategies to facilitate the understanding of client challenges & opportunities that create solutions achieving their strategic goals.
- Partnered with product and business teams leading the efforts in research and requirements gathering; defining digital product strategies, competitive analysis, user profiles, and scenarios or other research as applicable to achieve value and success.
- Estimated the experience design lifecycle involved in projects to ensure the right resources and assets are being utilized
- Led a user experience design team in the creation and implementation of sketches, prototypes, wireframes, storyboards, jobs-to-be-done, scenarios, flow diagrams, and site maps for complex digital projects to a diverse audience of executives, design partners, and developers.
- Create the vision, mission, research, goals, benchmarks and key performance indicators (KPIs) for digital user experience projects.
- Initiate, track, analyze, and report customer experience success benchmarks and metrics.
- Planned, conducted, and reported usability test activities and results.
- Coach and mentor experience design team members to achieve optimum productivity and success.
- Create and execute internal training and tools of UX research methods and best practices for internal partners including senior leadership and strategic account executives.

### Key Achievements

- Created digital experiences for the registration, identity, profile management, and single sign on FirstNet digital and native mobile applications, helping to drive the achievement of 1 million+ FirstNet subscribers, 10K+ public safety agency members, 100+ applications in the app catalog, and hundreds of millions of dollars in revenue.

## User Experience Research & Design, AT&T (Austin CSI)

2014 - 2016

- Created a new user-centered att.com consumer e-support experience to increase the number of customers self-servicing for support online and lower costs associated with support call volumes.
- Led the user experience research, discovery, strategy, requirements, and production of sketches, prototypes, wireframes, storyboards, jobs-to-be-done, scenarios, flows, and site maps, and prototypes for the att.com consumer e-support redesign project.
- Created a simplified framework for global navigation to reduce the number of e-support taxonomy items from 300+ to 90 and provide users a clear navigational path from persistent upper-level pages to lower-level content pages.

## Collaboration Tools

Jira  
JiraAlign  
AgileCraft  
GitHub  
Trello

## Development Methodologies

SAFe  
Scrum  
Kanban  
Waterfall

## Languages

HTML  
CSS  
JavaScript  
jQuery

- Created a scalable global navigation framework with flexible plug-and-play components to lower overall development and maintenance costs more than 30%.

### Key Achievements

- The att.com consumer e-support redesign project was nominated for the 2016 AT&T Presidential award.
- Lowered dwell times on navigational pages by 10 – 15 seconds per page, resulting in users navigating to lower-level page content 60 – 75 seconds faster.
- Raised customer satisfaction scores by 20%.
- Increased monthly unique visitors by 5 million.
- Reduced the number of monthly support calls by 5% - 12%.

### User Experience Research & Design, The Home Depot (Cognizant) 2013

- Collaborated with stakeholders to identify business requirements, target audiences, end user needs, tasks, and goals.
- Conducted user research, including surveys and heuristic evaluations, translating findings into actionable items.
- Analyzed data and created custom reports calculating key performance indicators (KPI), metrics, and web analytics.
- Created page flows, process flows, interaction flows, navigational systems, wireframes, use cases, prototypes and functional specifications detailing end-to-end experience.

### Key Achievements

- Led a team of 5 in the creation and production of the Home Depot Supply Chain Vendor Compliance and Pro Order Automation application.

### User Experience Research & Design, Newpoint Media Group 2012 - 2013

- Led a multidisciplinary team of researchers, information architects, content strategists, and designers to create the vision, strategy, and experiences for five real estate listing websites and mobile applications covering 400+ markets.
- Planned, conducted, and analyzed quantitative and qualitative usability testing, focusing on effectiveness, efficiency, error tolerance, ease of learning, and satisfaction measures.
- Partnered with business team members to create key performance indicators (KPIs) and success metrics.
- Led the statistical and behavioral analysis of web analytic and customer satisfaction reports.

### Key Achievements

- Created a realtor lead management application to replace one-week lead times with real-time lead information and filtering capabilities.
- Increased lead conversion by 40%.

### User Experience Research & Design, AT&T (Veredus) 2011

- Led the creation and development of personas and user scenarios to help focus UX design and development teams on the needs of the user.
- Conducted heuristic evaluations, usability testing, surveys, and card sorts.

### Key Achievements

- Led an interdisciplinary team of 5 through planning, testing, and reporting AT&T's How-To videos usability study.

**User Experience Research & Design, Cartoon Network (CTG) 2010 - 2011**

- Led the user experience research, discovery, strategy, requirements, and production for the Exonaut website and multiplayer online game.
- Created process flows to outline the sequence of actions taken to complete required application tasks.
- Created concepts, site maps, content matrices, taxonomy, user scenarios, user flows, wireframes, and prototypes.
- Converted user comments and usability study results into upcoming features for the member profile page and child friendly social media applications.

**Key Achievements**

- Redesigned the user flow and login experience for the FusionFall multiplayer online game and increased the number of registrations by 15%.
- Led the "Member Services in a Box" project, a site-wide login and registration system, and improved the registration task completion rate by 35%.

**User Experience Research & Design, MemberClicks 2008 - 2009**

- Created design concepts, user flows, wireframes, and content for all small- to mid-sized member-based organizations websites.
- Hosted design consultations with clients, reviewing and revising design goals and objectives based upon user and stakeholder needs and priorities.
- Created best practices for the implementation and integration of Google analytic tools.
- Trained new hires and lateral departments on user-centered design principles and UX best practices.

**Key Achievements**

- Created and standardized digital branding, identity, and visual design requirements for website projects.

**User Experience Research & Design, CDC (Lockheed Martin) 2004 - 2006**

- Created concepts, wireframes, scenarios, flows, site maps, content matrices, prototypes, and user interface design specifications detailing the end-to-end user experience of digital sites for 30+ divisions, offices and programs under the National Center for Infectious Diseases (NCID).
- Created a digital style guide based on CDC branding guidelines and usability best practices for agency-wide use.
- Worked with WebAIM to conduct WCAG/508 accessibility compliance testing for 30+ NCID websites.

**Key Achievements**

- Served under the Emergency Operations Center in conjunction with the Federal Emergency Management Agency (FEMA) to support digital communication during Hurricane Katrina Relief Efforts.
- Assigned to the CDC Web Standards task force governing and creating agency-wide accessibility standards and guidance for consistency and usability.