

RECENT EMPLOYMENT HISTORY

2010–Current

User Experience Researcher, Designer, and Project Manager—Consultant

Conducting research via a myriad of techniques, advising clients based on the findings and analysis. Distilling complex problems into straightforward design strategy and solutions. Working with cross-functional teams to ensure intuitive experiences. Objectives include shifting culture to be more design-centered, advocating for participants and users, making research and analysis a focal point of all design efforts, democratizing design via workshops and team participation while fostering exceptionally usable experiences on products. Clients range from assorted start-ups to larger-scale firms such as the SFSPCA, Embassy Suites, Lionsgate and Spokeo.

2005–2010

Owning Partner, Principal, User Interface Specialist—io intermedia: 2005–2010

Serving as a working partner, I managed the studio and provided user experience research and design, information architecture, creative and art direction and visual design and project management for multiple concurrent projects. We created easy to use and beautiful websites and applications fulfilling our clients' business objectives, with a focus on scalable CMS for smaller clients, we fostered a reputation for expertise and start-to-finish support, providing creative solutions enabling users to administer their own sites. Products included a complex medical self-diagnostic tool, corporate sites, artist galleries, online shopping, etc.

CAPABILITIES

RESEARCH

- Generative, evaluative, and usability research
- Hypothesis development and testing
- Test plan creation and moderation
- Participant recruitment
- Heuristic review
- Comparative analysis
- Remote studies
- Video and in situ ethnography
- Contextual inquiry
- Diary studies
- In-depth interview
- Card Sorting
- Survey/questionnaire construction
- Quantitative & qualitative data analysis
- Personas & jobs to be done analysis
- Statistical analysis

DESIGN

- Creative human-centered design
- Cohesive end-to-end experience for desktop and mobile
- Emotional, anticipatory, and persuasive design
- Storyboarding
- User and process flow diagrams
- State transition diagrams
- Wireframes
- Low fidelity prototyping
- Information design and architecture
- Research-substantiated design analysis and validation

ADDITIONAL SKILLS

- User empathy and its evangelism
- User/customer advocacy
- Familiarity with entire project life-cycle
- Collaboration with cross-functional teams
- Ability to communicate complex concepts simply across disciplines
- Practical application of psychological constructs and theories to research and design
- Intellectual curiosity
- Creative, persuasive presentations
- Project management
- User interface/visual design
- Brand/identity development and strategy

SOFTWARE AND TECHNOLOGIES

- OmniGraffle
- Adobe CC
- Microsoft Office
- Google's G Suite
- Salesforce and other CRMs
- SPSS
- Visio
- HTML/CSS
- Axure RP

EDUCATION

Bachelor of Arts Degree in Psychology, Magna Cum Laude; augmented with HCI & CS—CSUCI