

## **Lead Product Designer | Dude Solutions | 2018-2019**

*Acted as client liaison and owned app experiences as an integral member of Dude Labs innovation team.*

- Led the team in six months from concept to viable solution performing design, testing and delivery.
- Met with internal stakeholders to understand the business and how they would interface and interact with our proposed app, as well as forge cross departmental relationships.
- Obtained domain knowledge via site visits & ride alongs to find out how maintenance technicians work.
- Had a design session to sketch concepts (ideal, feasible, attainable) & plan out what to build in a week.
- Tested initial version of the main app work flow on-site with engineering vendor to determine what was working/not working and pivoted audience direction as a result of our findings.
- Cooperated with sales, marketing, product and support teams to recruit participants for usability testing, used all available client channels, including social media and support site.
- Worked in quick iterative cycles through a kanban board to design, build and test new features.
- Recruited clients for beta testing, where we collaborated with them on their feedback in order to get to a solid first version of the app and its core experience, ensuring we added no unnecessary features.
- Processed a go-to-market plan (including pricing & marketing) to begin on-boarding more clients.
- Researched client needs on-site, as well as performing in-person and remote usability tests.
- Rapidly created interactive prototypes in order to prove concepts by showing them to clients.
- Followed Lean methodology in order to focus on proving/refuting hypotheses, so that we could fail fast.
- Shepherded app experience to get clients to enter asset data so they could better use our software and we could utilize the data, as fast as possible using OCR and conversational interface.
- Created a “Facility Innovator” research program to have a pipeline of available testers for our initiatives.
- Ran A/B tests on email content to determine which messaging caused more clients to signup.
- Moderated guerrilla usability tests with internal staff to quickly validate ideas.
- Coordinated end-to-end beta testing process with education sector client
- Collaborated with app developer using quick sketches to ideate concepts and get a first version coded.
- Learned to make app changes in Android Studio for both xml visual changes and kotlin logic updates.
- Served as main point of contact for outreach in coordinating research efforts with clients.
- Designed all UI flows for app features (Conversational UI, OCR, Floorplans, Mapping Assets, Taxonomy)
- Designed logo, landing page and Play Store marketing materials myself.
- Built various prototypes (lookup for listing public school data, VR visualization for maintenance data).
- Quickly put together a conversational form based interface to test for requesting items from a client.
- Imported client data for beta testing, working in couchbase database to fix errors.
- Did all quality checks on app to ensure a positive user experience.
- Created dashboard using firebase backend to summarize app metrics.
- Developed simple building mapping tool for support team to help transition clients using google maps api.
- Led design studio exercise with marketing team to visualize concepts for new company home page.
- Honed new skills like python during weekly hack days to push forward on personal development.

## **Optum | 2016-2018**

*Served as a UX design resource on a variety of healthcare projects.*

- Consulted with development team during agile processes to effectively represent the voice of the user and ensure designs are understood, implemented and communicated appropriately.
- Collaborated with user researchers to design usability tests, draft scripts and perform test moderation.
- Effectively communicated research findings to design teams and stakeholders.
- Designed and prototyped tablet application to document Palliative Care home visits by nurses.
- Developed javascript plugin to display UX annotation layers to HTML prototypes.

- Reviewed Axure wireframes with product management to ensure designs met functional requirements.

### **City of Raleigh | 2011-16**

*Advocated for user experience design by utilizing best practices to make progress on the city's website.*

- Served as product owner of raleighnc.gov guiding site towards modern trends and leading a team of 3.
- Responsible for 2013 responsive design update - one of the first of its kind for a government website.
- Led intranet migration to Drupal using mobile first methods for design, content & development
- Created template for 90 parks after running usability study to determine critical information for citizens.
- Recruited, moderated and synthesized results into actionable recommendations from usability testing.
- Utilized design studio methodology to engage staff and gather ideas for new page templates.
- Performed A/B testing to determine success of designs, including slider/grid preference for news items.
- Maintained site consistency across 1000 pages & 100 editors in CMS templates using HTML/CSS/JS.
- Routinely shared analytics with content owners & discussed translating their goals into design patterns.
- Designed & developed templates for city committees, news/events and construction project statuses.
- Added easy access to most popular pages on mobile to bypass overwhelming navigation.
- Oversaw design of local city government "Best of Web Awards" site, while site visitors grew by 25%
- Devised and implemented new visual style for utility billing payment site, while improving usability.
- Collaborated with developers to build new internal apps for staff directory, conference room using Git.
- Analyzed QA items to fix mistakes and accessibility issues on site weekly.
- Optimized web page loads by reducing image sizes, implementing lazy load techniques, utilizing progressive enhancement, removing reliance on JS libraries and writing reusable SASS patterns for CSS.

### **Grasshopper | 2010-11**

*Served as remote UX Lead in a position created for me, fusing user centered design into company process.*

- Eliminated user frustration and cut support costs by creating on-boarding process for phone service.
- Created HTML/CSS prototypes to gather customer feedback during moderated remote usability tests.
- Analyzed customer and stakeholder observations to iterate on designs for retesting in two week cycles.
- Led research & redesign effort of customer service tools to improve agents' workflows and efficiency.

### **Messagefirst | 2007-10**

*Employed a variety of progressive techniques to redesign client web apps for this boutique design firm.*

- Conducted ethnographic based research to learn about users' needs and problems.
- Created data driven personas and task analysis grids for use in the design process.
- Facilitated brainstorming in collaborative sketching sessions to help clients' generate design ideas.
- Produced high fidelity prototypes using customized HTML/CSS to test interactions and visual design.
- Recruited, moderated and monitored in-person usability tests to identify patterns and validate designs.
- Wrote usability findings reports and created slide decks for presenting to stakeholders.
- Developed pattern library/style guide for use by clients during the implementation phase.
- Reduced online university application from 13 steps down to 3, using progressive reveal design pattern.
- Reorganized settings for help desk web application, reducing the amount of screens by 40%.

### EDUCATION

- Drexel University - B.S. in Information Systems & Human Computer Interaction, minor - Human Factors

### VOLUNTEER

- As chair of the Environmental Committee at The Raleigh School, I plan, organize, and execute school wide environmental initiatives, including recycling of school supplies, batteries & household hazardous waste.