

Valerie Davenport

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(240)4260594

Design Strategist & Innovative Service Designer

Detail-oriented professional with extensive experience in researching, designing, and developing innovative and user-friendly products and services.

Proficient in utilizing design thinking methodologies to understand user needs, conceptualize ideas, and create design solutions that meet business objectives. Knowledge of research/analysis, interaction design, UI design, information architecture, prototyping and testing, design thinking, project management, usability testing, visual design, and product strategy and development. Skilled at gathering and analyzing user feedback, and leveraging it to continually iterate and improve the product. Instrumental in leveraging excellent communication and collaboration skills, with a proven ability to work closely with cross-functional teams to deliver products and services to exceed client expectations.

Areas of Expertise

- Product Design Management
- UX Design Execution
- User Interface & Prototype
- Solutions Development
- Interaction Design
- Training & Development
- Project Management
- Data Collection & Analysis
- Strategy Development
- Effective Communication
- Cross-functional Collaboration
- Information Architecture

Career Experience

Senior Innovation Service Design Experience Consultant, AWS Remote

2021 – Present

Lead visual design of web, mobile, voice, and AR/VR applications. Created and deployed process flows, wireframes, and visual design mock-ups and effectively conceptualized and communicated detailed interaction behaviors. Collaborated with product teams to meet business requirements. Supervised product delivery, leadership during build phase, and translated learnings into commercial offerings. Facilitated the best development team for project and effectively communicated scope requirements. Designed customer-facing assets and mechanisms to facilitate customers' understanding, Amazon innovates at scale and takes new products to market. Observed metrics to expose offering portfolio opportunities and developments for Innovation Advisory Practice by identifying sales and delivery trends.

- Devised cutting-edge service solutions by pinpointing customer requirements, addressing potential obstacles, and elevating user experiences.
- Fostered partnerships with cross-functional teams, advocating for human-centric design methodologies in the conception, validation, and execution of services.
- Generated user personas, scenarios, and use cases, examining comprehensive user experiences to craft compelling service value propositions.
- Implemented performance metrics to assess service effectiveness over time and guide ongoing enhancements.

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- Tackled intricate technological hurdles in collaboration with interdisciplinary teams, including designers, researchers, engineers, and product managers.
- Orchestrated workshops and directed multi-disciplinary initiatives to stimulate innovation and teamwork.
- Employed analytical prowess to pinpoint and decipher data, facilitating data-driven decisions and risk reduction.
- Increased revenue by influencing \$4M in sales through working backward methods & innovation workshop strategies.
- Launched and secured funding for a STEM-focused program for young women transitioning out of foster care (featured in Forbes).
- Led customer workshops to translate visionary concepts into tangible products and prototypes.
- Conducted data-driven experiments to validate the feasibility of complex business and technical solutions.
- Trained AWS tech leadership employees on Service Design principles at a global tech summit in Singapore, achieving a 4.5/5 CSAT score.

Senior UX Designer | Research Lead | FTE, First Advantage, Atlanta, GA

2020-2021

Spearheaded and carried out research across all of FADV's business verticals in APAC, LATAM, and US. Established and maintained design principles, produced style guides, and enabled design system to develop brand identity of new application. Supervised key UX/UI processes, directing team partnerships, quickly reducing organizational barriers, and resolving challenges.

- Conducted comprehensive research across FADV's global business verticals to inform product and design decisions.
- Established design principles and style guides and implemented a design system to develop a cohesive brand identity.
- Directed team collaborations and effectively resolved organizational challenges to ensure successful project outcomes.
- Developed high-fidelity mockups based on research insights for consumer validation testing.

Senior Design Strategist, Fannie Mae, Washington DC

2019-2020

This role involved leading and facilitating workshops and qualitative interviews with key stakeholders, synthesizing research data to create design principles, and collaborating with design strategists to deliver project milestones. Additionally, the role encompassed conducting usability testing and prioritizing features for consumer-facing products, ensuring optimal user experiences and alignment with business objectives. Championed customer-first design, tackling challenges with an experience-driven mindset and advocating for customer needs.

- Visualized the intricate ecosystem of risk touchpoints across seller experiences, identifying areas for improvement.
- Evaluated back-of-house processes that impacted seller experiences, proposing modifications to enhance outcomes.
- Facilitated workshops and conducted research to ensure seller-informed designs and experiences.
- Cultivated relationships with cross-functional team members, fostering collaboration and shared understanding.
- Leveraged metrics, data, design research, user testing, and customer support insights to inform experience decisions.

- Managed workload across multiple projects with various collaborators, receiving moderate guidance from design leadership.
- Maintained a holistic view of the full ecosystem during all design process phases to ensure cohesive outcomes.

Senior UX Designer & Service Designer | Consultant, Johnson & Johnson, New Brunswick, NJ **2019–2020**

Oversaw discovery research in order to replace current learning management systems. Organized and conducted human-centered design and data synthesis workshops involving stakeholders, business analysts, and users. Developed user personas and scenarios in order to enhance functionality and usability for key audiences.

- Led discovery research to inform the replacement of current learning management systems.
- Facilitated human-centered design workshops with stakeholders, business analysts, and users to drive data synthesis and innovative solutions.
- Created user personas and scenarios to enhance the functionality and usability of key applications.
- Conducted 24 global user interviews across various sectors and organizations within J&J, leading to the development of data-driven personas and future-state journey maps.

Senior UX Designer & Researcher, Home Depot, Atlanta, Atlanta, GA **2017-2019**

Conducted various user research techniques, such as surveys, interviews, usability testing, and ethnographic studies. Analyzed user data to identify patterns, trends, and insights that inform design decisions. Developed user personas that accurately reflected needs, goals, and behaviors of target users.

- Utilized various user research techniques, such as surveys, interviews, usability testing, and ethnographic studies, to inform design decisions.
- Analyzed user data to identify patterns, trends, and insights that guided the design process.
- Developed user personas that accurately reflected the needs, goals, and behaviors of target users.
- Employed diverse approaches to identify and address business, functional, and non-functional requirements across the organization.

Additional Experience

Lead UX Designer | Individual Contractor, Deloitte Remote,
UX Research Lead, Warner Media, Atlanta, GA 2019
UI Design, Capital One, Richmond 2017
Digital Designer, American Office, Baltimore 2014
Web Designer, Vengage, Baltimore 2010

Education

Master of Science in Information Architecture & Interaction Design | University of Baltimore,
Bachelor of Science in Marketing | Coppin State University,

Technical Proficiencies

Sketch | Figma | Adobe XD | Mural/ Miro | Trello | Invision | User Testing Axure