Corbet

(419) 324-5146 | ME@CORBET.APP | CORBET.APP

CAREER HIGHLIGHTS

- With over 10 years of experience in web and software development, I play a pivotal role in understanding user behavior, needs, and preferences using user-centered design solutions that deliver value through software improvement and refinement.
- In my previous role at Jackson Dawson, I created multiple design artifacts and user research plans for Ford projects that informed product design and development decisions across Ford's digital ecosystem, agile development teams, and third party vendors, ensuring new features were implemented with business and user needs in mind.
- My ongoing curiosity led me to pursue a Masters of Science in User Experience Research and Design at the University of Michigan, bolstering my capabilities to help clients make important design decisions with a user-centered approach.

SKILLS & METHODOLOGIES

USER RESEARCH
- Requirements Gathering
- Journey + Process Mapping
- Contextual Inquiry
- Surveys + Interviews
- Diary Studies
- A/B Testing
- Experience Flows
- Participatory Design

USER EXPERIENCE DESIGN
- Storyboards
- Graphic Design
- Mock Ups
- Wireframes
- User Flow + Process Flow
- Low + High Fidelity
- Prototypes
- Interaction Design

TOOLS + LANGUAGES
- Adobe Creative Suite
- Figma + Miro + Jira
- HTML + CSS
- Sharepoint + Visio
- Excel + PowerPoint
- Amazon Web Services (AWS)
- Adobe Analytics + Target (A4T)
- Data Visualization

EXPERIENCE

Business Systems Analyst at Jackson Dawson, *Dearborn, MI (Remote)*
October 2023 - Present

- Gathered UI/UX requirements from Ford stakeholders to develop and prioritize design artifacts, user & data flow diagrams, and design specifications in Azure DevOps to enable developers to deliver improvements to Ford's digital experiences in upcoming sprints.
- Participated in Agile sprint ceremonies, including daily SCRUM and monthly retros to coordinate with our development teams to reduce churn, improve quality, clarity, and overall delivery.
- Planned User Acceptance Testing (UAT) and Quality Assurance (QA) testing to verify all web experiences were implemented correctly and successfully solve business & user needs.

Business Systems Analyst at VML, *Detroit, MI (Remote)*
August 2021 - June 2023

- Designed wireframes, prototypes, user journeys, and logic flow diagrams for new, updated, and enhanced features within Ford's design system. These artifacts facilitated Ford SMEs and developers in delivering improvements to Ford's software and web platforms during current & upcoming agile product development sprints.
- Conducted dealer journey mapping sessions with Strategists to better understand dealer & user needs, third party touch points, and overall user flow of the dealer management system (DMS) platform in Figma & Miro.
- Standardized functional design templates and streamlined the user story creation process using Miro for the intake and prioritization team, resulting in a 3-week reduction in sub-epic readiness deliverables.
- Participated in Agile sprint ceremonies, including daily SCRUM and monthly retros to coordinate with our development teams in Jira to improve quality, clarity, and overall delivery of design artifacts.

- Designed targeted and personalized customer experiences for Ford.com with Ford Product Owners and Subject Matter Experts (SMEs) using Adobe Analytics for Target (A4T).
- Designed upcoming tailored e-mail marketing campaigns for Ford Product Owners using historical customer data to maximize revenue from e-mail marketing delivery channels.

UI/UX Strategist at Garden State Flower Cooperative, *Boonton, NJ (Remote)*
December 2020 - May 2021

- Designed and prototyped a new flower pre-order system, resulting in a visually-rich user experience accessible across mobile devices for flower growers and buyers in Figma.
- Implemented the new mobile-friendly pre-order system using Glide, which reduced user interaction friction and increased sales by over 200% season over season.
- Iteratively refined the platform based on user insights gathered through A/B testing, interviews, and QA testing, enhancing overall customer satisfaction.
- Created training documentation and help guides in Microsoft Power Point and Word for florists and buyers, reducing onboarding time and improving platform familiarity.

User Researcher at Michigan Flower Growers' Cooperative, *Ypsilanti, MI (Remote)*
January 2020 - August 2020

- Conducted user research with stakeholders through interviews, journey mapping, and participatory design sessions to better understand any pain points associated with the co-op's existing pre-order system and how it could be improved upon.
- Analyzed business and customer insights using Contextual Inquiry and created a requirements specification and user stories for the new preorder system's implementation using Miro.
- Conducted and presented a competitive and comparative analysis by comparing and contrasting b2b eCommerce solutions product features that the flower co-op may wish to utilize in the future.

Business Systems Analyst at Thomson Reuters, *Ann Arbor, MI*
August 2014 - October 2018

- Created design artifacts including wireframes, mock-ups, user flows, low fidelity prototype, high fidelity prototype for new, updated, and enhanced features in Accounting CS's Software as a Service (SaaS) Payroll, Payroll Compliance, and Accounting modules for Agile planning sessions and sprints in Azure DevOps.
- Prototyped and designed a new spreadsheet file import system that enabled automatic filing of employee data, saving enterprise and b2b clients hundreds of hours per year in reporting requirements in Axure UX.
- Enhanced data visualization dashboards, optimizing review of each accounting firm's KPIs, metrics, and data points from a high-level view.
- Redesigned client desktop and mobile widgets for the Accounting CS data visualization dashboard to facilitate more efficient review of each firm's KPIs, metrics, and data points from a high-level view.
- Lead discovery sessions with client stakeholders through interviews and surveys in order to develop requirements specifications and acceptance criteria for new software features and functionality for upcoming project development sprints.

EDUCATION

Master of Science in Information, University of Michigan, *Ann Arbor, MI*
Majored in User Experience Research & Design, 2018 to 2020, 3.9 GPA

Bachelor of Business Administration, University of Toledo, *Toledo, OH*
Majored in Marketing, 2008 to 2010