Corbet Griffith

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OBJECTIVE

Business Systems Analyst in Technology

PROFESSIONAL SUMMARY

- I empower businesses to meet the evolving needs of tomorrow's users by embracing customer-driven approaches in Technology & Marketing. My track record showcases my ability to dissect complex business problems and implement user-friendly solutions effectively.

- During my tenure as a Business Systems Analyst at VMLY&R, I served as a liaison for Ford's Product, Strategy, and Development teams, where I planned & organized dealer workshop sessions, ensuring that both dealer and customer needs were considered during the platform's development.

- I synthesized the findings and presented them to client stakeholders, informing the platform's development through artifacts such as requirements specifications, wireframes, mockups, low-fidelity prototypes, and page concepts.

- Upon stakeholder approval, I translated these insights into Acceptance Criteria by creating Epics, Sub Epics, Features, and User Stories for Ford's development team to be used in upcoming project iteration sprints, ensuring business & user needs are considered every step of the way.

- Simultaneously, I managed multiple concurrent projects within Ford's digital ecosystem, including A/B tests related to Ford.com, Adobe Target Return Visit campaigns, Model Year Change & Year End Sales Events.

- During my work with the Garden State Flower Cooperative, I created a more user-friendly pre-order system that reduced friction for users and optimized the user flow, driving flower pre-orders and resulting in a 200% increase in preorders compared to the prior year.

- Employing a range of human-centered design approaches, such as journey mapping, participatory design sessions, interviews, surveys, and diary studies, I gained deep insights into the Co-Op's target users and presented the findings to stakeholders, gaining their approval to implement the new pre-order platform.

- The end result was a 100% mobile pre-order system, meticulously designed, tested, and presented to stakeholders before the project's deadline and under the estimated budget.

- Following approval by the Board of Directors, I trained over 50 businesses on the new pre-order system, resulting in a continued refinements that reduced pre-order friction and cart abandonment.

- I am driven by a relentless commitment to delivering innovative and user-centric solutions. My multifaceted skill set, encompassing project management, user research, design, and stakeholder communication, positions me as an invaluable asset to propel projects and businesses toward exceptional success.

EXPERIENCE

BUSINESS SYSTEMS ANALYST, VMLY&R

AUG 2021 - JUNE 2023 | DETROIT, MI

- Coordinated, planned, documented, and executed projects for the UI/UX Strategy team to deliver frictionless digital experiences for Ford stakeholders across their entire ecosystem.

- Lead the development of successful features by creating tickets for epics, sub epics, features, and user stories, conducting journey mapping, writing technical documentation & acceptance criteria, sprint planning, gathering research, and eliminating blockers, resulting in projects being delivered to Ford stakeholders on time and within budget.

PROJECT MANAGER, GARDEN STATE FLOWER COOPERATIVE
DEC 2020 - MAY 2022 | BOONTON, NJ (REMOTE)

- Interviewed, observed, and conducted discovery sessions with client stakeholders to better understand the needs and pain points associated with the co-op's previous preorder system.
- Planned, designed, and tested a new mobile-friendly eCommerce pre-order system, which helped increase sales during the pre-ordering process by over 200% season over season.
- Continually iterated on the eCommerce platform as additional usability testing and interviews were conducted throughout the design process, increasing customer satisfaction and reducing cart abandonment.

USER EXPERIENCE STRATEGIST, MICHIGAN FLOWER GROWERS' COOPERATIVE
JAN 2020 - AUG 2020 | YPSILANTI, MI

- Conducted User Experience research through interviews, participatory design sessions, and journey mapping to improve upon the co-op's existing pre-order system and understand any pain points associated with preordering.
- Developed a mobile-friendly eCommerce platform that improved the co-op's overall pre-ordering platform, which increased user engagement and overall sales.
- Spearheaded training and onboarding of florists and buyers, helping them feel comfortable and knowledgeable with the new platform, with a clear decrease in onboarding time from season to season.

BUSINESS SYSTEMS ANALYST, THOMSON REUTERS
AUG 2014 - OCT 2018 | ANN ARBOR, MI

- Performed research and analysis on support tickets, users, and systems to identify pain points and discover user needs, which were translated into user stories and acceptance criteria for our development team.
- Lead discovery sessions with client stakeholders in order to develop requirements specifications and acceptance criteria for new software features and functionality for the Accounting CS software suite, resulting in CPAs filing thousands of state and federal tax returns free of errors.
- Wrote, edited, and executed complex SQL queries on large data sets for our clients and internal teams reporting needs to help reduce costs and better understand user needs.

EDUCATION

UNIVERSITY OF MICHIGAN | ANN ARBOR, MI

Masters of Science in Information | User Experience Research & Design

Graduated 2020 | 3.9 GPA

I spearheaded multiple User Experience projects using a wide range of qualitative and quantitive research methodologies including, but not limited to:

- Project Management: Business Analysis, Requirements Specifications, Software Development, Agile & Waterfall Methodologies, Acceptance Criteria, QA Testing, User Stories, and A/B Testing
- User Experience Research: Journey Mapping, Contextual Inquiry, Surveys, Diary Studies, Interviews, User Enactments, Usability Testing, Personas & Scenarios,, and Participatory Design,
- User Experience Design: Storyboarding, Mock Ups, Wireframes, High Fidelity Prototyping, and Interaction Design

UNIVERSITY OF TOLEDO | TOLEDO, OH

Bachelors of Business Administration | Marketing & Sales

Graduated 2010

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