

## Skills

### UX Research

Contextual Inquiry  
A/B Testing  
Journey Mapping  
Participatory Design  
Surveys  
Diary Studies  
User Enactments  
Usability Testing

### UX Design

Personas & Scenarios  
Storyboarding  
Wireframes  
High Fidelity Prototyping  
Interaction Design  
User Stories  
Accessibility

### Languages

HTML  
CSS  
Python  
SQL

### Software

Adobe Creative Suite  
Figma  
Jira  
InVision  
Sketch

## Experience

### **Business Systems Analyst - Ford GuestXP** | VMLY&R - Delivery Aug 2021 - June 2023 | Detroit, MI

- Coordinated, planned, documented, and executed projects for the UI/UX Strategy team, including working with Ford IT leads and their development team to help deliver frictionless digital experiences for Ford dealers and customers across their entire ecosystem.
- Guided the development of successful features by creating tickets for epics, sub epics, features, and user stories, conducting journey mapping, writing technical documentation, sprint planning, gathering research, accessibility testing, eliminating blockers, and making general user experience decisions.

### **Project Manager** | Garden State Flower Cooperative Dec 2020 - May 2022 | Ann Arbor, MI

- Interviewed, observed, and conducted usability testing with stakeholders to better understand the 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 | Ann Arbor, MI

- Conducted User Experience research through interviews, participatory design sessions, and journey mapping, to improve upon the co-op's existing pre-order system.
- 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 was then translated into user stories and requirement specs for our development team.
- Planned, documented, designed, and tested new software functionality and features for the Accounting CS software suite using guidelines from dozens of state and federal tax agencies.
- Designed and implemented end to end quality assurance testing plans and collaborated with dozens of international colleagues remotely to ensure our software was free of any bugs.
- 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**

Master of Science in Information  
UX Research & Design | 3.9 GPA  
August 2020 | Ann Arbor, MI

### **University of Toledo**

Bachelor of Business Administration  
Marketing & Sales  
December 2010 | Toledo, OH