

## Emilio Harrison

User Experience Designer

emilioharrison.com  
(512) 957-1536  
work@emilioharrison.com

### Skills

#### Project Plan

- Define scope of work
- Establish success criteria for project
- Develop project plan
- Assess business requirements

#### Research

- Build and execute research plan
- Present research and recommendations
- Identify research strategy (generative or evaluative)

#### Design

- Generate design iterations
- Apply research findings to refine and narrow design
- Develop and Validate prototype

#### Interpersonal

- Collaborate in a professional manner
- Exercise leadership
- Negotiate to arrive at a decision
- Encourage team by listening and responding to their contributions

### Education

**AAS of UX Design**  
Austin Community College  
2017-2019

**Enterprise Design**  
Thinking Co-Creator  
IBM  
Jan 2019

### Experience

#### UX/UI Designer

National Alliance on Mental Illness (NAMI) Central Texas | ACC UX Applied Lab

Jan - Apr 2019

Working for NAMI, a nonprofit that serves all of Central Texas, I collaborated with a team tasked with creating a new website. The site, currently live, met the client's expectation for visual design and improved effectiveness of the navigation: Our final design's tree test results were 81.75%, up from the original 60%.

- Wrote a research plan
- Conducted moderated card sorting sessions and tree tests
- Analyzed interviews, card sorting sessions, and tree test results
- Designed new information architecture
- Led prototyping in Sketch

#### UX/UI Designer

Relatable Rep | Freelance Contract

Oct 2018 - Jan 2019

Relatable Rep is an auto sales startup based in Florida that improves the car buying experience by allowing customers to choose their salesperson by personality profiling. Based on my work, I concluded that although the product worked for select users, it ran into multiple issues and that the product should pivot and find a different solution for improving the car buying experience.

- Created a Minimal Viable Product in order to determine problem-solution-fit
- Designed a clickable prototype and iterated based on user and stakeholder feedback
- Collaborated remotely with a team of 4
- Wrote a research plan
- Conducted moderated usability tests
- Executed a competitive analysis

#### HEB

2009 - Present

Over my ten years at HEB I've had the opportunity to work in various positions developing a head for business, a passion for results, and a heart for people.

#### Beer and Wine Assistant

2012 - 2015; Oct 2018 - Present

My position as beer and wine assistant is where, compared to other positions at HEB, I've had the most direct impact on the bottom line for HEB. I'm directly responsible for managing inventory dollars and increasing gross profit and sales. I engage with customers every day. Problems come up daily, but I maintain an innovative yet practical solution mindset. I ask questions of my leaders in order to better understand processes and how I can improve them.

#### Mentor

July 2018 - Oct 2018

As a mentor I was directly responsible for training new hires for cashier and bagging positions. I was entrusted with teaching the most important thing to HEB: its culture. I taught new hires that our purpose as employees and a company is to "make life better for our partners, customers, and community." I was also responsible for setting the A+ Standard for customer hospitality and daily tasks that contribute to HEB being the best place to shop.

#### Customer Service

2009 - 2012; Dec 2017 - July 2018

Working in customer service, I was potentially the first and last HEB employee that a customer interacts with, so I made it my goal to make that interaction meaningful and memorable. The service department is a team, and I did whatever I could to help the team. I took on tasks others didn't want to, helped coach confused employees, and was there for managers when they needed a hand.