

# CRAIG GRAHAM

## Sr. UX DESIGN RESEARCHER

### SUMMARY

I strive to create intuitive and efficient user experiences that delight in unexpected ways based data-derived insights from customer research and observations.

### EXPERIENCE

#### USER EXPERIENCE ENGINEER 1/15 - Present

##### General Electric - Digital

Helped to set up GE Digital's Startup Incubator and served as its UX subject matter expert. Advocated for the user in new feature and product priority/value discussions using results from well thought out user research experiments leading to go/no decisions on new products. Translated experiment results into fully developed, cross-platform user experiences. Measurably improved user satisfaction of existing applications using HEART.

#### SOFTWARE DEVELOPER & UI DESIGNER 5/13 - 1/15

##### General Electric - Aviation

Introduced Customer-Centered design methods while leading development of supplier management applications, which improved supplier relations by providing insight into supplier performance.

#### SOFTWARE ENGINEERING CONSULTANT 5/12 - 5/13

##### Booz Allen Hamilton

Designed and built new full-stack features based on client feedback from show and tell meetings and focus group demos. Collaborated with quality assurance teams to debug and fix application errors.

#### COMPUTER SCIENCE CO-OP STUDENT 4/09 - 1/11

##### National Security Agency (NSA)

Wrote receiver control interfaces to enhance a software-based multi-channel digital processing system, carried out close access technical device detection sweeps and served on a rapid server deployment team.

### EDUCATION

#### B.S COMPUTER SCIENCE (2012)

Grand Valley State University

### ADDITIONAL TRAINING

#### GE RISE Leadership Program

Acceleration program for top 1% performers

### SKILLS

User Research  
Usability Testing  
Personas  
User Satisfaction Surveys  
UI Development  
User Experience Maps  
UI Design  
Information Architecture  
Responsive Design  
Ethnographic Studies  
Problem Refinement  
Product Discovery Research

### TOOLS

Axure  
Angular  
Photoshop  
Javascript  
HTML5/CSS3  
Java  
Whiteboards

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