# **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, crossplatform 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 multichannel 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

## **ADDITONAL TRAINING**

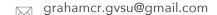
GE RISE Leadership Program Acceleration program for top 1% performers

## **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 .lava **Whiteboards** 





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https://grahamcr.github.io/