

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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📁 portfolio coming soon