

SOBIE JULIENNE DON

Researcher | Technical Writing | UX Research | Usability Testing

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Summary

UX Researcher and Technical Writer with 8+ years of experience conducting usability studies, concept testing, survey design, and stakeholder engagement. Expert at transforming qualitative insights into actionable recommendations and producing clear technical documentation. Adept in cross-functional collaboration, with strong writing, analysis, and communication skills, plus a working knowledge of programming concepts. Proven ability to support global teams and align research with business goals.

Key Achievements

Usability Testing Success

Enhanced UX across multiple platforms, achieving 90% client satisfaction.

Technical Writing Efficiency

Crafted technical documentation for 20+ projects, improving clarity and reducing misunderstandings by 50%.

UAT Alignment Optimization

Streamlined acceptance testing processes for 100% alignment with business goals.

Automation Impact

Cut bug incidence by 25% by implementing a new testing framework.

Experience

University of Nebraska

Independent UX Researcher

08/2024 - Present

- Researching how users' expectations of brand identity influence perceived trustworthiness when interacting with unfamiliar features or updates.
- Researching how users' perception of control over AI suggestions and its effect on decision confidence.
- Researching the role of AI/ML strategy implementation in aligning organizational strategic intent with workforce transformation initiatives.

Union Pacific

QA Manager / UX Research & Documentation Lead

06/2022 - Present

- Directed cross-functional Agile teams to deliver enterprise-level products with a strong focus on usability and user-centered design.
- Conducted user acceptance testing (UAT) and usability research to align technical solutions with user needs and business goals.
- Partnered with product owners and stakeholders to define research goals, test hypotheses, and document findings.
- Authored clear and concise operating instructions, workflows, and technical records for new software deployments.
- Facilitated concept testing for new feature rollouts, collecting feedback that reduced rework cycles by 30%.

Union Pacific

IT Project Consultant (UX & Survey Design Focus)

05/2021 - 06/2022

- Created survey instruments to measure user sentiment and system usability, then analyzed results to inform product design.
- Collaborated with UX and business teams to translate findings into actionable features and stories.
- Managed stakeholder expectations across technical and non-technical departments, improving alignment and delivery.
- Produced technical appendices, reducing documentation gaps by 40%.

Union Pacific

Application Developer / QA Engineer

01/2020 - 05/2021

- Developed and tested enterprise applications using automated tools.
- Created multilingual technical documentation to enhance user onboarding and reduce training time by 20%.
- Reduced bug incidence by 25% by implementing a new automated testing framework and optimizing test cases.

University of Nebraska at Omaha College of IS&T

UX Developer/Project Manager

08/2017 - 01/2020

- Conducted qualitative research with students and faculty for platforms like UNMC Scholar Score.
- Designed and analyzed surveys to assess digital engagement and system usability.
- Managed documentation throughout the SDLC, and ran surveys and A/B tests to improve digital engagement by 25%.

Experience

Shea Shine LLC

Founder

06/2022

- Launched all-natural skincare brand; built e-commerce platform, sold out at multiple markets, and led all digital marketing efforts.
- Increased funding by \$20K by pitching to a team of 7 investors and developing comprehensive brand strategy.

Education

University of Nebraska at Omaha

Omaha, United States

Master of Science, Management Information Systems

12/2020 - 05/2024

University of Nebraska at Omaha

Omaha, United States

Master of Business Administration

01/2022 - 12/2024

University of Nebraska at Omaha

Omaha, United States

Bachelor of Science, Management Information Systems

08/2017 - 12/2020

Skills

Cybersecurity • UX Research • UX & Usability Research • Concept Testing • Survey Design & Analysis • Technical Writing • Documentation • Stakeholder Engagement • Agile & Scrum Practices • REST API • A/B Testing • Automation Testing • Version Control (GitHub • GitLab) • JIRA • Trello • GitHub • GitLab • HTML/CSS • PHP • JavaScript • Python • REST API • SQL • Power BI • Tableau • Jenkins • Cypress • Selenium

Certification

Certified safe® 5 scrum master (CSM)

Certified Project Manager

Certified Systems Developer

Certified Systems Analysis and Design

Leadership & Interests

💎 Co-Founder Nebraska Women of Color in Tech

💎 United Way Fund Raising Coordinator

Raised 965,000 US Dollars in 3 months.

Find me online

🌐 LinkedIn

<https://www.linkedin.com/in/sobie-julienne-don-ms-mis-mba-0a528a90/>

🌐 Personal Page

<https://sobiedon.github.io/sobie-don-webpage/>