

# Ada Powers

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@MSPOWAHS (TWITTER, MEDIUM, CODEPEN)

I'm an interdisciplinary and intersectional technologist hell-bent on doing right by other people. My work has a broad, but consistently human-centered focus, informed by my relations with a diverse range of communities. I'm currently most excited about leading user research teams, doing neat things with words, baking inclusion and accessibility into products and process, getting my hands dirty with data, and building design systems.

## SKILLS OVERVIEW

### Design

- Experience and interaction design
- User research and usability testing
- Research process operationalization
- Prototyping in code, mockup, paper
- UX and content writing and editing
- Adobe CC, Sketch, Figma, Balsamiq

### Development

- HTML5 and CSS3
- JavaScript, jQuery, Vue
- Node and PHP
- Less, Sass, Stylus
- Front-end build tools
- Git (adversarially)

### People

- Leadership and facilitation
- Inclusive culture consulting
- Cultural sensitivity training
- Community liaisonship
- Volunteer coordination
- Event production

## SELECTED EXPERIENCE

### Information Developer, Tealium 2017 TO PRESENT

- Innovated as writer/developer/designer hybrid at market-leading customer data orchestration platform.
- Wrote, edited, and updated customer-facing documentation and maintained documentation style guide.
- Designed processes to improve quality of in-product help text as technical editor embedded into dev team.
- Created microcopy and collaborated on user flows as UX writer within design team.
- Developed internal tools for technical writers, such as documentation generators and self-service bots.
- Pitched, built, and scaled user research program from two-person skunkworks to C-level initiative.
- Requested, hired, and managed summer research intern, matching projects to development goals.
- Laid groundwork for content strategy efforts, including design system and voice+tone style guide.

### Community Liaison, The UC San Diego Design Lab 2014 TO 2016

- Created own role at the newly-formed interdisciplinary research hub led by design scientist Don Norman.
- Scouted mutually beneficial partnerships by tapping extensive knowledge of local technologist communities.
- Co-produced community events, including massive civic, industry, and academic summit Design Forward.
- Curated and produced San Diego Startup Week's first Design Track as Lab's entrepreneur liaison.

### UX Researcher, Sparks Network 2015 TO 2016

- Grew volunteer coordination and event management software startup, now fully funded, as first employee.
- Conducted user research, built interactive prototypes, and contributed to product design and strategy.

### Front-End Developer, San Diego County Credit Union 2013 TO 2014

- Coded and launched redesigned website as sole front-end developer for San Diego's largest credit union.
- Advocated on behalf of user experience and successfully campaigned to perform website usability testing.

## TALKS AND APPEARANCES

### InVision DesignTalk: Inclusive UX Copy

TINYURL.COM/ADA-DESIGNTALK

### NoYouGo Podcast

TINYURL.COM/ADA-NOYUGO

### Adrift on Purpose Podcast

TINYURL.COM/ADA-ADRIFT

## COMMUNITY AFFILIATIONS

### Startup San Diego

DIRECTOR OF INCLUSION, 2018  
DESIGN TRACK CAPTAIN, 2016-17

### Ethical Content Slack

FOUNDER, MODERATOR

### WeAllJS Slack

CO-FOUNDER, MODERATOR  
MEETUP ORGANIZER, 2017

## EDUCATION AND LABS

### UC San Diego

COGNITIVE SCIENCE + HCI

### Embodied Cognition Lab Distributed Cognition Lab

UC SAN DIEGO

### Media Computing Group

RWTH AACHEN, GERMANY