Alana Pendleton

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As a seasoned UX professional with a Master of Science in Human-Computer Interaction from the Georgia Institute of Technology, I bring extensive expertise in user-centered design, strategy, and research.

Professional Experience

EY / ASSISTANT DIRECTOR/UX DESIGN LEAD / MARCH 2021–PRESENT

- Lead and direct employee experience portfolio design teams, demonstrating strong leadership in guiding design initiatives to enhance the overall employee experience at EY.
- Manage end-to-end project lifecycles, ensuring stakeholders are aligned on project status, direction and objectives.
- Examine qualitative and quantitative data, such as semi-structured interviews and contextual inquiries, surveys, telemetry, and Service Now analytics, to inform project direction and identify areas of improvement and determine where further research may be needed to close research gaps.
- Synthesize targeted research and data requests into actionable insights and design implications, guiding design requirements and decision-making.
- Develop comprehensive service blueprints detailing the end-to-end user experience, illustrating touchpoints, interactions, and backend processes to provide a holistic view of the current user journey.
- Translate complex service blueprint findings into easy-to-understand insights for non-design audiences, providing a well organized and consumable readout for stakeholders.
- Design and facilitate workshops to progress projects and encourage alignment among stakeholders, delivering actionable workshop synthesis readouts.
- Design and implement evidence-driven, user-centered experience prototypes, offering clear guidance and actionable recommendations.
- Support leadership in identifying and selling into potential strategic opportunities aligned with the organization's strategic goals.

NCR / USER EXPERIENCE DESIGNER / JULY 2020–MARCH 2021

- Led the Self-Checkout research and design efforts in the retail line of business, conducting user research and testing to improve the overall customer experience.
- Collaborated with cross-functional teams to define requirements and prioritize features for development, ensuring alignment with business goals and user needs.
- Designed and partnered with UXR to test user interfaces for Self-Checkout kiosks, mobile applications, and other digital products.
- Created and presented design proposals to management and other stakeholders, outlining the user-centered design approach and value proposition for proposed solutions.
- Managed stakeholder expectations and maintained effective communication throughout the design process, ensuring alignment on project goals and timelines.

PURSUANT HEALTH / DIRECTOR OF USER EXPERIENCE / JULY 2013–DECEMBER 2019

- Applied strategic thinking, creative concepting, and engaging design techniques to construct user-centered designs across an array of engagement channels.
- Employed a strong focus on inclusive design methods at the forefront.
- Utilized comprehensive evaluation methods emphasizing user journeys, behavior patterns, task analyses, and contextual inquiries in the retail environment.

Education

- Georgia Institute of Technology // Master of Science in Human-Computer Interaction, 2020 // GPA 3.9
- The Art Institute of Atlanta // Bachelor of Fine Arts in Graphic Design, Magna Cum Laude, 2012 // GPA 3.8