

Alana Pendleton

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Profile

As a seasoned UX professional with a Master of Science in Human-Computer Interaction from Georgia Institute of Technology, I have extensive experience in user-centered design, research, and creative concepting. I am driven to create workable and inclusive technology that prioritizes user needs while strategically aligning with business goals.

Professional Experience

EY // ASSISTANT DIRECTOR/UX DESIGN LEAD // MARCH 2022–PRESENT

- Lead the user experience design for EY's internal digital applications and services.
- Conduct user research, analyze data, and create journey maps to inform design decisions and improve the overall user experience.
- Collaborate with cross-functional teams including product managers, developers, and business stakeholders to define requirements and prioritize features for development.
- Utilize design thinking methodologies to create and present design proposals to stakeholders, explaining the user-centered design approach and outlining the value proposition for proposed solutions.
- Manage stakeholder expectations and maintain effective communication throughout the design process, ensuring alignment on project goals and timelines.
- Provide mentorship and guidance on design best practices and professional development to junior designers and EY colleagues interested in shifting career into the UX field.

NCR // USER EXPERIENCE DESIGNER // JULY 2020–JANUARY 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