

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 interest.
- 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