ASHLEY MCKOY

UX RESEARCHER

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EDUCATION

Georgia Institute of Technology   Fall 2020 - Spring 2022
O.M.S Online Computer Science specialization Interactive Intelligence 2022

Howard University   Aug. 2014 - May 2018
B.S Computer Science 2018

EMPLOYMENT

AT&T, *UX Researcher*, Remote, US   Jan. 2021 - Current
- Planned, recruited, scheduled and hosted ~15 focus groups with management and non-management employees to explore opportunities for improving the employee experience.
- Performed a thematic analysis of data gathered to create personas and journey maps of the current experience, highlighting critical moments, touch points, and sentiment throughout an employees career. This resulted in the launch of two projects to improve onboarding and career development.
- Partnered with Project Managers and VP's to create surveys for high level management to understand workload capacity in a changing work environment and identify ways for improving their job satisfaction.
- Performed heuristic evaluations and usability studies on new internal applications that impact employee productivity.
- Advocate for prioritizing UX research early in the product development lifecycle.

UX - Design Thinking Champion, Middletown, NJ   May 2020 - Current
- Facilitate ongoing workshops with incoming college graduates to introduce them to the design thinking process using the Mural workspace.
- Conduct empathy mapping exercises to identify users emotions to understand pain points and desires before ideating.
- Develop user personas to embody different user groups in an effort to better understand end users.
- Created journey maps to discover themes in actions, questions, and pain points to create targeted solutions for the user based on journey steps.

Front-End Software Engineer, Middletown, NJ   Jan. 2019 - Jan. 2021
- Collaborated virtually with a team of 5 Software Engineers to build a tool that tracks face shields, ear savers, and respirator valves for front-line medical employees treating COVID-19 patients.
- Developed in HTML, CSS, TypeScript and JavaScript with an Angular 8 framework along with design thinking principles to implement user centered features for a field technician platform with over 3,000 users. Decreased total time field technicians spent at customers premise by utilizing OpenStreetMaps, IOT, and Vehicle Tracking services to create a holistic map view of sharable resources attributing to a cost savings of hiring < 1,000 technicians per year.
- Held demos, facilitated live testing sessions, and collaborated with product owners, scrum masters, designers, architects, and end users in an agile scrum environment.
- Participated in design reviews to assess UI wireframes for technical feasibility before handing off to development team.

Microsoft, *Computational Social Science Research Intern*, New York, NY   May 2018 - Sept. 2018
- Compiled literature relating to women's health, search engine usage, and social media usage to understand existing methods of behavior analysis.
- Extracted and handled over 1 TB of historical search records from an existing database using SQL for quantitative user analysis.
- Performed data mining techniques on search records to understand and describe user search behaviors.
- Used machine learning methods to perform descriptive and statistical analysis on data sets.
- Collaborated with senior researchers to write and submit research paper for publication.
- Presented findings to senior and visiting researchers that clearly explained the hypothesis, methodology , and analysis of research project.

SKILLS

Focus Groups, 1x1 Interviews, Survey Design, Quantitative Analysis, SQL, Figma, Excel, Powerpoint, Adobe XD, Windows

CERTIFICATIONS

John Maeda on Business, Design, and Inclusion   Dec. 2019 - Current
Issued by Linkedin

iOS Mobile Developer   Jan. 2016 - Nov. 2018
Application was deployed and published to the Apple App Store from roughly October 2018 to October 2019.

AWARDS

Software Symposium Hackathon, *1st place in Design Thinking Track*   Oct. 2020
- Surveyed 100 AT&T Employees to discover frustrations using internal learning platform.
- Held 1x1 interviews with employees to further understand loop holes from initial research.
- Used Mural to create user personas and empathy maps to understand employee emotion.
- Created a low fidelity prototype using feedback from need finding research to redesign the internal learning platform with a focus on course completions and reprioritization of content on the homepage.

Apple Entrepreneur Camp, *Cohort 7*   Feb. 2021
Revamped onboarding process of Peek, a mobile application to discover movie and tv show recommendations.
Featured in Apple Newsroom: https://www.apple.com/newsroom/2021/02/apple-launches-inaugural-entrepreneur-camp-for-black-founders-and-developers/