
EDUCATION

Howard University
B.S Computer Science 2018

Aug. 2014 - May 2018

EMPLOYMENT

AT&T, UX Researcher, Remote, US

Jan. 2021 - Current

- Performed think-aloud usability testing on the migration of an internal application with ~200k users to the cloud. Findings brought awareness to issues around accessibility, discoverability, and navigation. Recommendations are currently being implemented.
- Planned, recruited, scheduled and hosted virtual focus groups with management and non-management employees to explore opportunities for improving the employee experience. This resulted in identifying 6 meaningful stages of an employee's career visualized into a journey map.
- 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 employee's career. This resulted in the launch of two projects to improve onboarding and career development.
- Advocate for prioritizing UX research early in the product development lifecycle. This resulted in forming partnerships with various internal teams to perform research in both the ideation and evaluation stages of the product lifecycle.
- Leading card sort testing on the current site architecture of our internal HR portal to reduce call volume for topics that exist on the site.
- Partnered with internal data hub team to build a data repository of employee feedback for HR teams to reference in decision making and project development.

UX - Design Thinking Champion, Middletown, NJ

May 2020 - Current

- Facilitate ongoing workshops with incoming software engineer college graduates to introduce them to the design thinking process using the Mural workspace.
- Conduct empathy mapping exercises to help software engineer understand users' emotions, pain points and desires before ideating in their respective projects.
- Educated software engineers on journey map creation to discover themes in actions, questions, and pain points to create targeted solutions.

Front-End Software Engineer, Middletown, NJ

Jan. 2019 - Jan. 2021

- Facilitated live user acceptance testing sessions with technicians before demos with product management and business team. This resulted in not only achieving stakeholder agreement and confidence of feature development before pushing features into production, but faster delivery and less tickets.
- Collaborated with product owners, scrum masters, UX designers, system architects in an Agile scrum environment. This resulted in continuous delivery of features in a 2-week cycle.
- 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 customer's 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.
- Participated in weekly design reviews to assess UI wireframes for technical feasibility before handing off to development team. This reduced risk of discovering design problems late in development cycle.

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
Issued by LinkedIn

Dec. 2019 - Current

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/>