Bridget Fagan

UX Researcher and Designer

linkedin.com/in/bridgetfagan
847-852-6437
bridgetfagan3@gmail.com
www.bridgetfagandesign.com

Experience

UX Researcher, Minneapolis, MN — *Best Buy*
May 2019 – Present

- Conducted research using a mix of qualitative and quantitative methodologies, such as in-person/remote interviews, to identify problem areas and empathize with user perceptions, behaviors, and experiences.
- Led stakeholder kickoff sessions to align on research questions, assumptions, business goals, project timelines, and benchmarks.
- Iterated in 4 - 6 week agile cadences with designers, project managers, and dev to bring the voice of employees into corporate decision-making.
- Presented research findings to product teams that led to improved employee satisfaction of application usability, a 50-90% reduction in software task time, and reduction of software training.

UX Researcher and Designer, remote — *Newsela*
Mar 2019 – Aug 2019

- Designed the interactive prototype and wireframes for the updated Newsela Educator Center which launched in August of 2019.
- Interviewed teachers remotely to discover needs and challenges related to lesson planning and the current teacher hub.
- Facilitated usability tests with teachers to iterate on design concepts for the Educator Center prototype.
- Collaborated remotely with the product team, content writers, and dev to clarify scope, teach out research findings, and iterate on design.

UX Designer, remote — *Walama Restoration Project*
Nov 2018 – Mar 2019

- Interviewed users to discover pain points, challenges, and motivations with navigating Walama's website.
- Executed research activities using a variety of research methods and tools to understand client and user needs.
- Created and designed a new information architecture structure for the site in collaboration with representatives from the Walama Restoration Project.
- Assisted with Wordpress troubleshooting and questions.

Skills

UX Strategy
User Research + Data Synthesis
Wireframing + Prototyping
Usability Testing
HTML, CSS, JavaScript

Tools

User Testing, User Zoom
Sketch
Adobe Photoshop
InVision, Marvel App
Google Analytics

Education

Northern Illinois University
B.A. | 2010

Designlab
UX Design Academy

EdX, Georgia Tech
Human Computer Interaction Professional Certificate

References

Polly Ng
Head of Product Design
polly.ng@newsela.com

Maya Goklany
Outreach Coordinator
maya@walamarestoration.org