

COURTNEY SNEDE

UX // RESEARCH // DESIGN

CONTACT



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EDUCATION

UNIVERSITY OF MICHIGAN

SCHOOL OF INFORMATION

MASTER OF SCIENCE //

Ann Arbor, MI // Apr 2020

User Experience &

Human-Computer

Interaction

HILLSDALE COLLEGE

BACHELOR OF ARTS //

Hillsdale, MI

International Business &

Foreign Language

SKILLS

SOFTWARE

- Illustrator
- Sketch
- InDesign
- InVision
- Photoshop
- XD

PROGRAMMING

Competent in:

- R
- HTML5
- Python
- CSS

UX

- Rapid Prototyping
- Wireframes
- Contextual Inquiry
- Sketching
- Survey Design
- Personas
- Storyboards
- Usability Testing
- Affinity Diagrams

RECENT PROJECTS

USER EXPERIENCE RESEARCH

GOOGLE // Ann Arbor, MI // Jan 2019 - April 2019

- Performed needs assessment and usability evaluation of Google Assistant (iOS and Android platforms) to identify unmet needs of users, ages 16-26.
- Conducted 4 (of 7) user interviews, 4 (of 8) usability tests, 1 (of 4) heuristic evaluation.
- Designed card sorting test with OptimalSort, wrote and pre-tested two Qualtrics surveys.
- Presented findings and recommendations to Google Assistant's product team and other stakeholders. (Under NDA)

INTERACTION DESIGN

WEBSITE PROTOTYPE // Ann Arbor, MI // Sep 2018 - Dec 2018

- Designed an app prototype to bring transparency to special education by giving parents a tool to search and share information about special services provided at every school.
- Used design thinking process and improved each iteration based on feedback from 11 usability tests and survey data of 100+ potential users.

UX WORK EXPERIENCE

USER EXPERIENCE RESEARCH INTERN

TYLER TECHNOLOGIES // Troy, MI // May 2019 - Current

- Developed new usability test template for recording and analyzing qualitative data that was adopted by senior researchers in other areas of the company.
- Recruited for and conducted 15+ moderated usability tests on late pull-ahead schedule. Quickly analyzed data, which allowed for iterative testing.
- Asked by a VP to lead the generative user research phase of a special internal project. Conducted 10 user interviews and created user story maps, personas, and scenarios.
- Presented to product teams about how to incorporate UXR into Agile environments.

PROJECT MANAGER, WEBSITE REDESIGN

SEOUL INTERNATIONAL WOMEN'S ASSOCIATION // Seoul, Korea // May 2016 - Jun 2017

Led a team of 10 in redesigning organization's website.

- Resulted in 25% increase in active users with 12% longer duration on-site rate, 20% membership boost over the previous year, and doubled the percentage of new members.
- Developed user survey and analyzed old website to develop new site structure with functionalities that maximize user experience and ease of maintenance.
- Streamlined administrative processes to sync with new site, improving efficiency and accuracy of financial and membership records.

INDEPENDENT CONTRACTOR (TEST USER)

SAMSUNG // Seoul, Korea // March 2017 - Jun 2017

- Tested touchscreen interface of Samsung's Smart Refrigerator, including shopping list, calendar, food camera, weather, and other Family Hub apps.