

Tim DecloniemacLennan

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Education

Bachelor Degree in Media and Information, 2015

Michigan State University

Bachelor Degree in Creative Advertising, 2015

Michigan State University

Technical Skills

- User Research
- Usability Testing
- A/B Testing
- Online Surveys
- Qualitative Data Analysis
- Accessibility
- WCAG 2.0
- Graphic Design
- HTML
- CSS
- Adobe Photoshop
- Adobe Dreamweaver
- InDesign
- Adobe Flash
- Adobe Illustrator
- Microsoft Office
- Qualtrics
- Morae
- JAWS

Professional Experience

General Motors

07/2015 to 07/2016

User Experience Researcher & Accessibility

Played a key role as part of the product development team tasked with conducting research on General Motor's next generation of Infotainment systems. Worked closely with interactions designers, feature owners, and project managers in an agile environment.

- Created moderator guides (scripts) that outlined the tasks to be performed while conducting testing, as well as follow up questions, and used Likert scales to measure participant responses
- Conducted usability testing to better understand how users interact with GM designs and determine problem areas. Responsibilities for testing included: moderating usability sessions, operating recording software, recruiting participants, note-taking, and analyzing data, Morae data tagging, and report writing that included actionable recommendations
- Conducted A/B testing to compare and contrast various designs, as well as competitor products and generated key findings
- Collaborated with designers on a daily basis to establish study requirements and prototype requirements for future studies
- Collaborated with other UX researchers and designers to brainstorm and solve various issues that were uncovered during usability testing

Michigan State University, Usability/Accessibility Research and Consulting 12/2013 – 05/2015

User Experience Intern

- Conducted accessibility reviews of clients' websites against WCAG 2.0 (Web Content Accessibility Guidelines) to identify accessibility issues. Used NVDA, JAWS, and Colour Contrast Analyzer tools to help conduct the accessibility reviews
- Generated reports that summarized findings from accessibility reviews, as well as proposed design changes and HTML code fixes
- Met with clients to determine the scope of projects and to communicate status updates on a regular basis
- Participated in usability testing, including: helping develop task scenarios, taking notes, managing recording software, data analysis, and generating reports with key findings and recommendations for changes
- Trained new student interns on how to conduct accessibility reviews, take notes for usability studies, and how to analyze data