Lucas Epperson

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Personal Projects

SendSmart | www.lucasepperson.com/sendsmart-project

The objective was to increase dealership representatives' sensitivity toward detecting their customer messages by implementing personalized features and identifiers into the existing design.

User Surverys & Interviews, Quantitative & Qualitative Analysis, Persona Creation, Signal Detection, Competitor Analysis, Lo-Fi Prototyping, Usability Testing, Iterative Design

HBO Max | www.lucasepperson.com/hbomax-project

The goal was to improve the user flow for viewers by affording them access to related episodes of a TV show after having selected a show to watch under "Continue Watching".

User Interviews, Qualitative Analysis, Persona Creation, Journey Map, Competitor Analysis, Lo-Fi Prototyping, Usability Testing, Iterative Design

Work Experience

Ken Garff Honda Downtown

Acquisition Coordinator | Aug 2018 - Present
- Assist customers looking to sell their vehicle(s)
- Coordinate between customers, appraisers, and used-car manager to estimate offers and schedule appraisals
- **Doubled lead conversion-rate** from 2.5% to 5%

Marketing Photographer | Jan 2013 - June 2018
- Photographed vehicle inventory for online marketing
- Implemented customer feedback to improve array of photos and **increase click-rate**

Discover Financial Services

Negotiation Specialist | Aug 2012 - Jan 2013
- Assisted a team of CMA representatives to improve their negotiations with cardmembers
- Led workshops with team members to discuss and practice negotiation tactics

CMA Representative | Dec 2008 - Aug 2012
- Assisted cardmembers to resolve past due account(s)
- Empathized and understood cardmember needs to tailor repayment programs
- Awarded "Rockstar" (best call) in the department at both local and national level for September 2011

Skills

Research & Testing

Surveys, Interviews, Personas, Affinity Diagrams, Competitor Analyses, Journey Maps, Usability Testing, A/B Testing, Multivariate Testing, Card Sorting

User Interface

Paper Sketches, Low-Fidelity Wireframes, Testable Prototypes

Front-End Knowledge

Basic Prototypes - HTML, CSS, Javascript

Tools

Figma, Adobe Suite, Google Suite, Miro, Trello, Zoom, Visual Studio Code, RStudio

Education

Certificate, UX/UI

University of Utah | May 2021

Certificate, Human Factors

University of Utah | May 2020

Bachelor of Science, Psychology

University of Utah | May 2020

Visual Perception Spatial Cognition Lab

Research Assistant | Spring 2020

Research Assistant | Fall 2019

Relevant Coursework

Research & Statistical Methods

Human Factors & Ergonomics

Human Performance & Engineering

Human Error