

# Lucas Epperson

## Personal Projects

### SendSmart | [www.lucasepperson.com/sendsmart-project](http://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 Surveys & Interviews, Quantitative & Qualitative Analysis, Persona Creation, Signal Detection, Competitor Analysis, Lo-Fi Prototyping, Usability Testing, Iterative Design*

### HBO Max | [www.lucasepperson.com/hbomax-project](http://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

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## 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