



# Esther Holliday

UX Researcher

eholli20.myportfolio.com

estherholliday94@gmail.com

+912 332 3868

## // Experience

### **UX Researcher | Splunk**

*June 2020 - September 2020*

Planned, designed, and lead the UX research for IT Essentials, an onboarding and upselling application for IT use cases. Presented findings and recommendations that led to marked improved design changes. Initiated and conducted internal research on the Sales Organization for future use within the UX Research team.

### **UX Research Lead | Snap-on x SCADpro Sponsored Collaboration**

*September 2020 - Present*

Supervised meetings, orchestrated the schedule, and strategized research methods. Responsible for developing an innovative research diagram that pioneered design innovations. Spearheaded action plans and design strategies for a team of 20 students.

### **UX Research Lead | Trane x SCADpro Sponsored Collaboration**

*February 9th -16th, 2019*

Lead the UX research for the redesign of both the physical and interface components for their commercial thermostat. Spearheaded the recruitment strategy and conducted interviews, synthesized data points, and presented findings to the team.

## // Other Interests

Photographer: FLUX Club, SCAD UX Club

*September 2018 - Present*

Freelance Cellist: New Arts Ensemble

*September 2018 - Present*

## // Achievements

Reddot Award (2)

International Design Excellence Awards (2)

European Product Design Award

Indigo Design Awards (6)

*2 Gold, 4 Silver, 1 Bronze*

## // Education

### **Savannah College of Art and Design (SCAD)**

*(c) 2020*

BFA User Experience Design

GPA: 3.90, Dean's List

Outstanding Academic

Jay Bowen Memorial Endowed

Scholarship, 2020

Kole Scholarship, 2019

### **Schwob School of Music, Columbus State University**

*May 2016*

BM Music Performance

GPA: 3.86, Dean's List

Woodruff Scholarship (Full-ride)

## // Software & Skills

UX Research

Usability Testing

Design

Problem solving

Interaction Design

Storytelling

Leadership

Cross-team collaboration

Critical thinking

## // Software

Figma

Google Workspace

Adobe

Illustrator

InDesign

Rhinoceros

Keyshot