

## Experience

### **Project & Account Manager, User Experience Research Lead**

March 2014 - Present

INM United - inmunitied.com

#### **Roles and Responsibilities**

- Pursue client retention, engagement, and strategy through ongoing communication and analysis
- Strategically perform KPI development and tracking, stakeholder interviews, customer interviews, usability research, and competitive analysis
- Plan, manage, and execute creative sessions with clientele
- Assist Designers and Developers in the translation of research into new and improved products
- Manage Design and Development teams to strategically estimate, shape, and execute solution

#### **Highlights**

- Grew Research Team that resulted in a six-figure increase to Accounts Receivable over a two-year period
- Implemented and iterated on best practices for Research, Product and Account Management positions
- Conducted research for and managed the redesign of a luxury clothing brand's website, which increased new-visitor conversions by 40%
- Presented a Case Study on Google Design Sprints to the Richmond Product Management Group

### **Contract Worker**

June 2013 - December 2013

Virginia Department of Health, Richmond, VA

- Assist in the coordination of the Virginia Youth Survey
- Conduct survey implementation in schools across the state of Virginia
- Communicate and schedule with over 200 schools via telephone and email
- Utilize InstantAtlas to visually represent BRFSS data for the state of Virginia

### **Research Assistant**

October 2011 - May

2013

Virginia Commonwealth University, Richmond, VA

- Review medical records to determine patient eligibility
- Actively recruit patients both in person and over the telephone
- Administer an in-person health-literacy survey to patients with cancer

## Education

### **Bachelor of Science in Human Development and Family Studies**

May 2011

Pennsylvania State University, University Park, PA

## Skills

