EMILY WITT

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Using UX research to design solutions that help people and organizations achieve their goals in scalable and sustainable ways

EDUCATION

UC Berkeley School of Information

Master of Information Management and Systems Candidate, Focus: UX Research   *Expected May 2017*

Co-President, Information Management Students Association

Trinity College, Hartford CT

Bachelor of Arts, With Honors in American Studies   *May 2009*

EXPERIENCE

Room to Read

Associate Manager, Global Program Operations   *July 2011 – August 2015*
Led UX research, designed, and implemented enterprise technology solutions

- Managed 9-month effort, overhauling Salesforce.com implementation to operationalize major changes in program design; Led UX Research, working across 17 different countries conducting interviews to gather user needs, contextual inquiries to understand workflows, performing needs and usability assessments, synthesizing needs across countries and departments to craft a recommendation story for stakeholders, ultimately designing and implementing a solution that helps people do their jobs better

- Managed a global and growing Salesforce.com implementation, served as system administrator, solution architect, and project manager for prioritizing, designing, and rolling out new applications

- Worked closely with Power Users to ideate and create tools, systems, processes, and resources for teams to use in order to monitor data quality and use data for decision making

- Directly supervised team responsible for providing support to over 450 users by responding to requests, gathering user ideas for improvements, and providing support/training to Power Users

NGP VAN, Inc.   *Dec 2009 – July 2011*

Sr. Client Services Specialist
Brought client perspective to the table in cross-departmental product design teams

- Supported users of NGP's web-based relational fundraising database software and online campaign tools

- Assisted clients with data manipulation and data analysis requests using MS SQL, helped clients frame research questions and find the story in the data, and use the data to guide decision-making

- Represented user challenges and ideas to Sales, Product, and Engineering to improve the application

- Responded to Product Team's requests for user research and used research to advise on design decisions

PROJECTS

Trekkr

Travel App – Project for User Interface Design class   *Sept 2015 - Present*

- Lead: Research process for this travel application, including developing personas, facilitating contextual inquiries, affinity diagramming, cognitive walkthroughs, heuristic evaluations, and prototype usability testing

TECHNICAL SKILLS

- Python, Javascript, MS SQL, Adobe Creative Suite
- Certified Salesforce Administrator; Familiar with VisualForce and APEX
- UX Methods: contextual inquiry, persona development, workflow modeling, affinity diagramming, internal needs assessment, cognitive walk-throughs, survey development, heuristic evaluation