

Masters in Human Computer Interaction (pursuing), Iowa State,
Masters in Computer Science, GPA [3.8], Bachelors in Computer Science, GPA [3.6]

Summary

User-experience researcher (UX) with experimental design, research methods, user testing, data analysis and forecasting, identifying and incorporating consumer needs into user-centered designs.

Technical Skills:

User Research	Interaction Design	Prototyping	Usability Testing
Ethnography	Affinity Diagramming	Java/Android	Experimental Design
Contextual Inquiry	Stakeholder Mapping	OmniGraffle/Balsamiq/Axure	Heuristic Evaluation
Interviews	Journey Mapping	Illustrator/InDesign/Photoshop/Flash	Cognitive Walkthrough
Focus Groups	Task Analysis	HTML5/CSS3/	A/B Testing
Card Sorting	Persona/Storyboards	JavaScript/jQuery/Angular	EyeTracking
Competitor Analysis	Wireframing	MySQL/SQL/Oracle	Data Analysis

Professional Experience:

AT&T, Atlanta, GA

January 2014 – Present

UX Researcher

Responsibilities:

- Design, Product Development, and Business teams for creating and refining the Visual Design and User experience ensuring a flawless user interface UI.
- Performed mobile design patterns, information architecture, user research, conceptual modeling and heuristic assessments.
- Prototypes used in new products or processes, like visual designs, user workstations, or computerized human models Design cognitive aids, like procedural storyboards or decision support systems.
- Ethnography, usability testing, conducting remote user studies, moderating online communities, using apps to track behavior, building hand-created, digital prototypes to gather feedback,.
- Experience in applying User-Centered design principles in product research design and development for digital media.
- User-centered approach to user interface and usability design with deep understanding of information architecture, interaction and usability best practices related to mobile user interface design
- Work flows, task flows, user's flows, information architecture, site maps, annotated wireframes, functional requirements, functional prototypes and research results.
- Experience in prototyping and usability studies using multi-variant testing to inform design decisions.
- Worked with brand, creative and technical project teams to define and document requirements (business, stakeholder, user, and content), success metrics (quantitative and qualitative), and overall user experience vision on projects, and recommend strategically sound solutions to meet customers' business needs.
- Experimental design, research methods, user testing, data analysis and programming for desktop, Web and Mobile application.
- Experience in engaging stakeholders to solicit ideas, information, content and feedback and ensured quality of content, functionality through the audits and assessments.
- User-centered research like user, task analysis, conceptual design, iterative usability testing and assessment usability testing in creating the design, selection, refinement of products and processes throughout the product development lifecycle.
- Experience in creating wireframes and low fidelity prototypes that model intended user experience and workflow
- Research documentation including screeners, usability reports, personas, contextual field study reports and presentation of quantitative data.

- Conducting usability evaluations including expert reviews, workflow analysis, usability tests and competitive analyses.
- Experience in generating models that form the theoretical foundation for great solutions: workflow diagrams, flowcharts, storyboards, personas and more.
- Creating rapid interactive prototypes as needed to simulate interactions using a tool like Axure, Balsamiq, and OmniGraffle.
- Worked closely with members of the Design, Product Development, and Business teams for creating and refining the Visual Design and User experience ensuring a flawless user interface UI.
- Worked on the comparative/competitive analyses of user experience across multiple device platforms and service features.
- Experience in developing of wireframes, screen-flow diagrams, UI spec documentation and prototypes with positive results in terms of performance, scalability and maintenance.
- Worked in the agile environment and member of a product development team in creating visual design, storyboards, interactions, flowing and interfacing guidelines.
- Worked on planning and conducting needs of analyzing, focusing on groups and competitive usability analyses, card sorts.

Cox Communication (Manheim) , Atlanta, GA
UX Researcher

March2010– December 2013

- Experience in developing storyboards, wireframes, journey maps, user scenarios, personas, segmentations, design prototypes and user requirement specifications for mobile, table platforms, and desktops.
- Worked with research focus groups, strategy and through UX, Wire frames and development.
- Worked on the digital expression of Manheim brands by managing the build of websites, web apps, and integration with social contents
- Experience in applying user research and human-centered design techniques and principles at all phases of product development.
- Experience in developing storyboards, wireframes, journey maps, user scenarios, personas, segmentations, design prototypes and user requirement specifications for mobile, table platforms, and desktops.
- Perform functional, task, or anthropometric analysis, using tools like checklists, surveys, videotaping or force measurement
- Worked on visual design and technical teams to execute holistic designs and involved in design sessions, brainstorming sessions, stakeholders interview and usability testing
- Experience in developing of wireframes, screen-flow diagrams, UI spec documentation and prototypes with positive results in terms of performance, scalability and maintenance.
- Worked on planning and conducting needs of analyzing, focusing on groups and competitive usability analyses, card sorts
- Experience in creating wireframes and low fidelity prototypes that model intended user experience and workflow.
- Experience with user research, user testing, interviews, surveys and focus group to develop designs, test existing software, and investigate usability problems and develop solutions.
- Experience in conducting user feedback studies and qualitative and quantitative data analysis and conducted user centered research and evaluation for design concept models on a diverse user population utilizing experimental data, anthropometric databases.
- Worked on planning and conducting needs of analyzing, focusing on groups and competitive usability analyses, card sorts.
- Experience in developing detailed storyboards, mockups, user flows and prototypes to effectively communicated interaction and design ideas.
- Worked with user centered design across products and conducted demos, presentations for customers and management

