

Ty Anderson

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Solution-focused UX professional with 10+ years of expertise in user-centered design, agile methodologies, and advanced proficiency with industry-leading user experience (UX) research and analysis tools. Passionate about driving innovation through customer insights and optimizing products for maximum impact, making a meaningful difference in user's lives.

Methodology: Moderated and Unmoderated Usability Testing | A/B Testing | Survey/Questionnaire Design | In-depth Interviews | Focus Groups | Human Centered Design | Journey Mapping | Personas | Field Study | Ethnography | Contextual Inquiry | Participatory Design | Card Sorting | Tree Testing | Information Architecture | Heuristic Evaluation | Cognitive Walkthroughs | Data Collection | Analysis | Concept Testing | User Advocacy | Behavior Analysis | Jobs to be Done | Generative, Evaluative, Descriptive, Secondary Research | Task Analysis | Stakeholder Management | Prototyping | Diary Study | MVT

Tools: UserTesting | NVivo | UserZoom | Dedoose | R | Excel | SPSS | HotJar | Mixpanel | Firebase | Miro | Sketch | Figma | AdobeXD | UserZoom | AirTable | MS Teams | Google Forms | Mural | Qualtrics | SurveyMonkey | Slack | Jira | Trello | Confluence | Asana | Optimal Workshop | UsabilityHub | Lookback | Framer | Google Optimize | Google Analytics | Qualtrics | Salesforce | Tableau | PowerBI | Dovetail | Airtable | User Acceptance Testing (UAT)

PROFESSIONAL EXPERIENCE:

Federal Contractor and Consultant (*Non Disclosure Agreement-Client Confidential*) , 2021-2023

Senior Epidemiologist | UX Strategist | Federal Contractor | Informatics & Data Analytics

Developed user-centered research plans to enhance biodefense and data sharing in jurisdictions, uncovering crucial insights that informed product and user experience decisions.

- Streamlined menu options in chatbot interface and conversational flow based on post-chat survey feedback and UserZoom card sorting insights.
- Validated changes with a usability test, decreased user frustration by 33% and improved adoption rates by 15%, resulting in a 20% improvement in Net Promoter Score (7 to 8.4).
- Implemented direct data input automation feature on a cloud-based web app with R Shiny Programming based on post-launch feedback, resulting in a 30% increase in data accuracy and completeness, streamlining the data entry process and reducing errors.
- Optimized user experience for data visualization tool in an epidemiology web app with A/B testing. Reduced number of clicks required to access charts by 85%, resulting in a more streamlined user experience with 50% reduction in user churn (275 to 138 users) per month.
- Investigated needs for user-centered contact tracing software, resulting in product delivery 10 days ahead of schedule, a 60% reduction in unnecessary hospital visits, and cost savings of \$500K+ across 6 healthcare organizations. Implemented KPIs in Jira to monitor & measure project success.
- Developed research plan and protocol to conduct 35 1:1 interviews, leading collaboration efforts to develop solutions for a Data Modernization Initiative (DMI) aimed at modernizing data and surveillance infrastructure across multiple jurisdictions. Coded interview data to present solutions to C-suite executives, resulting in alignment with established OKRs.
- Transformed research data into interactive dashboards and visualizations using PowerBI and Tableau, effectively communicating and incorporating research insights into the development process; resulted in a 30% increase in data-driven decision-making by non-technical stakeholders.
- Forecasted product roadmap with PM for a predictive analytics tool using competitive analysis and market research. Collaborated with data science to incorporate stakeholders' feedback and machine learning algorithms, achieving 90% accuracy in predicting patient outcomes.
- Created data reports using R programming to communicate findings to leadership from exploratory data analysis of large datasets (>100,000), identifying trends and insights that informed business decisions related to a vaccine engineering rollout program.

Senior UX Research Program Manager and Senior Evaluator | SARS-Cov-2 Emergency Preparedness and Response Center

Spearheaded 54-user studies utilizing both quantitative and qualitative data and Agile methodologies in the design and evaluation of user-centered products and services, resulting in improved infrastructure. Prioritized collaboration and rapid delivery to optimize product design and usability for the successful deployment of Agile-based solutions.

- Traced user journeys and identified pain points to pilot the development of a Covid-19 vaccine scheduling app, launching the app after 7 rounds of rapid iteration and usability testing. Resulted in a 50% increase in appointment bookings among 5,000+ users within just 2 months.
- Forecasted and identified design improvements for cloud data storage by designing and conducting a survey study in Qualtrics, resulting in a 78% improvement in internal data collection and sharing, and a 42-point increase in stakeholder System Usability Scale (SUS) scores (from 43 to 85).
- Researched and tested product features of a tracking system for 62 stakeholders using a combination of user interviews, surveys, and usability testing in an evaluative user study, resulting in an estimated ROI of \$285K due to a 65% increase in efficiency and productivity.
- Trained 5 cross-functional Agile teams in UX research principles and human-centered design, leading 10 bi-weekly sessions to drive empathy and validate concepts with user interviews, surveys, and persona development. Resulted in a 50% increase in quarterly UX studies (5 to 8 per team).
- Moderated usability testing was conducted with 15 new hires of a 100% remote team via Zoom to develop and optimize a low-fidelity prototype for engagement and onboarding, resulting in increased employee satisfaction and retention.
- Improved data visualization dashboard for 15K+ users by wire-framing and conducting design iterations (design team), resulting in 40% increase in efficiency and productivity, 25% increased user satisfaction (60% to 75%), and reduced user support tickets in Salesforce from 100 to 80 per month.
- Collaborated with Product Managers across 3 software projects in Scrum rituals to estimate and prioritize user stories in Jira, achieving a 30% increase in on-time delivery and 20% development cost decrease.

Project Manager | UX Researcher | Tribal Epidemiology Center | Remote | 2020-2021

Championed user-centric product development and prioritized capabilities on the roadmap based on insights, fostering a culture of empathy and understanding for users to create successful outcomes and positive user experiences.

- Co-led a UX audit for a data surveillance website, utilizing information architecture (IA) methods such as tree testing, resulting in a 30% increase in content downloads (149 to 210).
- Conducted a 4-month ethnography study with 30 users to identify pain points in teletherapy; based on insights gained from the study, redesigned teletherapy features resulting in a 30% reduction in check-in time (from 3 to 2.1 min), a 40% increase in video conferencing satisfaction (from 2.5 to 4 stars), and a 20% increase in active users (4,758 to 5,709).

- Increased identification of at-risk patients and improved health outcomes for 25,000 patients across 16 states by 30% through synthesizing heuristic evaluation, virtual cognitive walkthrough, and stakeholder feedback to enhance electronic health record (EHR) usability.
- Facilitated user feedback sessions and workshops with diverse groups, improving collaboration and communication between teams and stakeholders.
- Monitored and managed a remote study with an engineer team to enhance the system performance of a B2B SaaS, resulting in a 25% increase in page load times (5.5 to 4.1s) and a 20% increase in server response times (800 to 640 ms).

Amahlify | Freelance UX Consultant | Remote | 2018-2022

Client: Company Confidential (NDA) | UX Strategist | Healthcare UX | Digital Product Manager-Health Innovation Team

Aligned research goals with client objectives, championed end-to-end UX research and led the discovery and onboarding process. Conducted stakeholder interviews and analyzed industry reports and user data to improve digital health solutions' usability while maintaining compliance.

- Refined Clinical Trials Management Software by conducting contextual inquiries through observation, leading to an unmoderated usability testing approach with a redesigned interface that resulted in a 38% increase in successful patient enrollments.
- Optimized AI healthcare software based on feedback from 43 clinicians across 10 facilities, increasing usage by 35% with integrated human considerations for patient safety.
- Improved user engagement and retention rates by 30% for a mental health app through iterative user testing and incorporation of feedback from a team of developers and clinicians.
- Spearheaded the development and implementation of a hybrid recruitment method to address budget constraints, achieving a 30% reduction in costs and a 40% increase in participant diversity.
- Collaborated with a start-up to improve the design and functionality of a self-management mobile app prototype by incorporating feedback from the concept test in four participatory design focus groups with 65 T2 diabetes users.
- Optimized online appointment scheduling through rapid iteration, achieving WCAG 2.1 Level AA compliance, a 50% decrease in appointment cancellations, and a 60% increase in completion, resulting in adoption by 500+ patients.
- Coached a healthtech marketing team to analyze sales data, market potential, and competition, and presented 4 successful Pardot SaaS campaign proposals that attracted and retained 3 B2B clients within 36 hours.

Client: Premium Pet Pooch | UX Strategist, Luxury Dog Boarding iOS Mobile App Prototype on TestFlight

Contributed design insights in the development and optimization of a highly functional booking chatbot for a pet boarding iOS mobile app prototype.

- Conducted guerrilla research by recruiting 25 pet owners through a niche Facebook group for user surveys and beta testing on TestFlight, gaining valuable insights to refine the chatbot's functionality and usability.
- Analyzed competitors to identify industry trends and best practices, resulting in 10 actionable insights based on feature matrices of key pet boarding app competitors for data-driven chatbot design decisions.
- Collaborated with designers to create wireframes (Figma) and developers to integrate the chatbot into app's architecture using Dialogflow and Python.
- Crafted UX writing to align chatbot with user needs and business objectives during implementation phase, leveraging user personas and user journeys.

Client: 4Addy | UX Strategist | E-commerce

Investigated an e-commerce client's concerns about declining sales and revenue despite an increase in website traffic by conducting UX foundational research to address cart abandonment.

- Evangelized the value of user-centered design and gathered insights from HotJar and moderated a think-aloud usability test with 20 participants and post-user feedback over a 2-month period to understand the reasons behind cart abandonment.
- Used A/B testing to address client concerns and show the positive impact of proposed changes on sales through data analysis, leading to buy-in and increased confidence in the redesigned checkout process.
- Revamped the e-commerce checkout process through data-driven UX research and implementation, resulting in a 25% increase in completed purchases over a 3-month period.
- Addressed data privacy concerns through robust encryption and clear communication, increasing customer trust and confidence in purchasing.

UX EdTech Learning & Development Specialist | PIE | Shreveport, LA | 2014-2019

Championed 92+ user research sessions to foster a user-centric culture, identify critical user needs, and implement data-driven updates to improve product development, resulting in increased user satisfaction and retention

- Conducted 2 heuristic evaluations on an onboarding registration software, resolving 18 usability issues and achieving a 78-point increase in customer satisfaction, 35% increase in mobile usage, and 46% decrease in user errors.
- Utilized low-fidelity prototyping and gathered 380+ survey responses to create a user-friendly onboarding process for a 100% remote team. Made strategic recommendations to clients and designed thinner user interfaces, resulting in a 41.5% reduction in navigation hindrances.
- Collaborated with PM and developers to write informative in-app notifications, reducing the churn rate of a language learning mobile app from 40% to 28% (620 to 173.6 users) and achieving a 25% increase in click-through rates and a 12% decrease in uninstalls.
- Orchestrated 1:1 lab usability testing with 50+ participants for an EdTech mobile app's 'Interactive Quiz' feature, resulting in a 35% increase in feature usability and a 20% decrease in user errors.
- Crafted clear and concise user interface copy for a language learning mobile app, resulting in a 15% increase in task completion and a 10% decrease in user errors, as measured by A/B testing and user feedback.
- Conducted competitive research in collaboration to create user-focused FAQs and style guides for an EdTech platform, resulting in a 25% increase in user engagement, a 20% decrease in user churn rate, and a 25% decrease in customer support requests, as measured by analytics and user surveys.

EDUCATION

Bachelor of Science in Biophysics, Centenary College of Louisiana, Shreveport, LA

IBC Community Member: Biosafety/Biosecurity, CITI Program, Credential Identifier :3924926

11/2020- 11/ 2023