

# Theodore Billings

UX Design and Research

---

<https://tgbillings.github.io>

teddy.billings@gmail.com

508-314-4610

## WORK EXPERIENCE

### Curriculum Associates, UX Designer

April 2019 - Present

- Researched, conceptualized, and designed a feature for middle grade students to create puzzles and share them with classmates, increasing active playtime by 12%.
- Created test scripts and plans, conducted usability tests, and wireframed UX for a digital, cross-device fractions puzzle game, increasing engagement and math fluency for over 600,000 students.
- Reconceptualized and redesigned a legacy student performance report, integrating it with a teacher dashboard to make the data more easily accessible for half a million teachers and administrators.
- Led accessibility effort towards WCAG 2.1 AA compliance, including screen reader support, visual design and keyboard navigation to meet state standards.
- Led qualitative UX research efforts, including writing protocols, recruitment, analysis of interviews, usability tests, journey mapping, persona generation and field studies.
- Designed and researched eight K-2 non-digital games, such as Dancing Dots, a game where students learn to count by dancing.
- Managed various vendors and contractors in creating product illustrations.

### Pearson Learning Services, Associate UX Analyst

July 2017 - April 2019

- Led information architecture, wireframes, interaction designs and usability tests for a product to enable high school students to roleplay as characters and interact with primary sources from WWII, which won the TCEA Best of Show award and became a template for future immersive learning products at the company.
- Refined requirements, created user flows, and conducted unmoderated remote A/B testing for a feature where students completed assigned content, increasing assignment submission rate (KPI) by 40% using Google Analytics.
- Led effort to incorporate lean UX in Agile development sprints to enhance collaboration with developers, product managers, and designers.
- Led sessions in Kids Co-lab, a participatory research method for middle-grade students to give insight to various cross-functional teams.
- A/B tested, prototyped, and designed a feature to enable teachers to easily grade assignments from state standardized rubrics.
- Designed Google Classroom integration for Pearson using quantitative validation to allow teachers to assign content from Pearson to Google Classes.
- Winner of 2017 Spot Award on the Design team, given to one designer a year for outstanding achievements.

### Rocket Software, Software Engineer Intern

June 2016 - August 2016

- Worked on engineering IBM's mainframe visual display using AngularJS.
- Utilized natural language processing for mainframe search functionality.

## EDUCATION

### Cornell University - Bachelor of Science (2013-2017)

Human Centered Interaction  
(Information Science Major)

Computer Science (Minor)

Communication (Minor)

**UX Methods:** Wireframing;  
persona spectrums; heuristics  
analysis; storyboarding; user  
stories; information  
architecture; responsive design

#### Qualitative usability testing:

User interviews, focus groups,  
participatory design, user  
journey mapping, field studies

**Quantitative research:** A/B  
testing, quantitative analysis  
with Google Analytics,  
unmoderated remote testing

**Design Tools:** Sketch,  
Illustrator, Axure, inVision,  
AdobeXD, Framer, Figma

Knowledge of HTML, CSS,  
Javascript, Agile, Waterfall and  
JIRA processes