

Background

I'm a user experience researcher with a focus on qualitative practices. My career began as an anthropology-major-turned-developer, with a brief stint at NASA. I became an advocate for user-centered design while learning how to fold Web Standards into my code (2007–2010). I honed my UX chops at marketing firms (2010–2015), and built upon this passion by leading and devising new research methods at service design firm, Fjord (2015–2019).

My mission is to demystify research through inclusion, raise the standard for remote ethnography, and explore novel ways to integrate customer insights at scale.

Recent Experience

(2017–2019)

Library of Congress / 2019 Led mixed methods research for a vital national public service to shape the development of a bespoke CRM.

Nike / 2019 Devised bespoke participatory design exercises to align senior managers responsible for the success of Nike's global apparel line.

Ford Motors / 2017 Improved retention and growth for a popular app by implementing a user research and design operations practice.

Charles Schwab / 2018 Brought to market a complex customer service interface with ethnographic research and concept delivery.

Microsoft / 2018 Redefined an organization's long-term customer strategy through remote research and concept delivery across a three-year product roadmap.

Wells Fargo / 2018 Conducted fast-paced international research and delivered a north star vision for the future of institutional investment.

Capabilities

Ops Scope, recruitment, data and knowledge management, governance, tools & infrastructure.

Generative Research plans, discussion guides, stakeholder interviews, hypothesis workshops, user interviews, contextual inquiry, diary studies, survey design, ethnographic research, quantitative/log analysis.

Recommend Customer journey mapping, Service blueprint, mindset development, mental models, Jobs to be done, experimental (e.g., board games).

Describe Product road maps, concept storyboards, MVP definition, strategic prioritization, participatory design activities, design thinking activities.

Design Information architecture, wireframing and prototyping, typography, visual design, animation, operations.

Evaluative Usability testing (moderated, unmoderated), heuristic review, analytics review, competitor review, governance review.

Recruitment Validately, intercepts, unstructured interviews, social media, dscout, expert networks

Moderated Zoom, Teams, MURAL, UserZoom

Unmoderated dscout, UserTesting, Optimal Workshop, Qualtrics

Knowledge OneNote, MURAL, Jira, Slack, Teams, Powerpoint, KeyNote, Wiki

Interface Design Figma, Sketch, Adobe Suite

Prototyping HTML/CSS, InVision, Keynote, Flint