

LASHANDA HODGE

UX Specialist

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🌐 Lashanda Hodge

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PROFILE

I am a passionate user experience strategist, researcher, interaction designer and information architect with over 8 years of experience crafting web solutions that solve both client and user needs. Using a strategic approach and creativity as well as collaborating with cross-functional team members, I create solutions and compelling digital experiences for a variety of clients with varying digital needs.

WORK EXPERIENCE

2012—present *User Experience Lead* | *NavigationArts* | *Mclean, VA*

I work with clients to create and realize strategic digital solutions that both exceed business goals and improve the user experience by:

- Defining and prioritizing vision, business goals and requirements
- Discovering users' needs, frustrations and pain-points through user research
- Uncovering business opportunities and leading the creation of exceptional UX solutions through strategy, wireframes, prototypes, sitemaps and user flows
- Validating ideas and options through usability testing
- Owning the quality of UX deliverables and organizing and leading internal and client presentations

2011—2012 *Senior User Experience Consultant* | *GBTI Solutions* | *Mclean, VA*

I worked with clients to create usable and useful websites and web applications by:

- Conducting and analyzing web analytics, heuristic evaluations and user research studies
- Managing project schedule, scope and budget
- Creating wireframes, designs and prototypes used in usability testing

2010—2011 *User Experience Researcher* | *Network Solutions* | *Herndon, VA*

I worked with product owners and designers to provide strategic usability insight for the corporate website and web applications by:

- Leveraging analytics to measure success, present opportunities, and support decision-making
- Conducting usability tests and analyzing results
- Conducting user research to develop user personas
- Presenting and communicating research and analysis clearly and effectively across various organizations

2008—2010 *Web Master, User Experience Specialist* | *Lee Realty & Associates* | *Raleigh, NC*

I created and maintained company website by:

- Providing general administrative support to the owner
- Collaborating with owner and content writer to develop navigational flows and Visio wireframes
- Creating web design based on user centered design principles

2006—2008 *Usability Specialist and Information Architect* | *Lenovo* | *Morrisville, NC*

I worked with product owners and other information architects to align the eCommerce website with the company's strategic goals by:

- Planning and conducting routine usability testing
- Creating personas, wireframes, sitemaps and user flows

SKILLS

Expertise

- UX Strategy
- Wireframes
- Interactive Prototyping
- User Research
- Usability Testing

Software

- Storyboarding
- Competitive Analysis
- Heuristic Evaluations
- Task Analysis
- Card Sorting
- Axure 7
- Visio
- Adobe Creative Suite
- Microsoft Office
- Morae

EDUCATION

2005—2008 *North Carolina State University* | *Raleigh, NC*

Master of Science - Industrial and Systems Engineering,
Concentration in Human Computer Interaction

2001—2005 *North Carolina A&T State University* | *Greensboro, NC*

Bachelor of Science - Industrial and Systems Engineering

FUN FACTS

Enjoys: Hang gliding, kayaking and hiking in the rainforests

Created: Healthcare robot interface in graduate school

Teaches: Python for Kids (to my 7 year old son)