

LASHANDA HODGE

ASSOCIATE DIRECTOR, EXPERIENCE DESIGN

ABOUT

Years as a UX designer

12+

Years as a UX manager

3

Years as a UX lead

5+

Projects

20+

CONTACT

Phone

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Email

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Portfolio

lashandahodge.com

WHY HIRE ME?

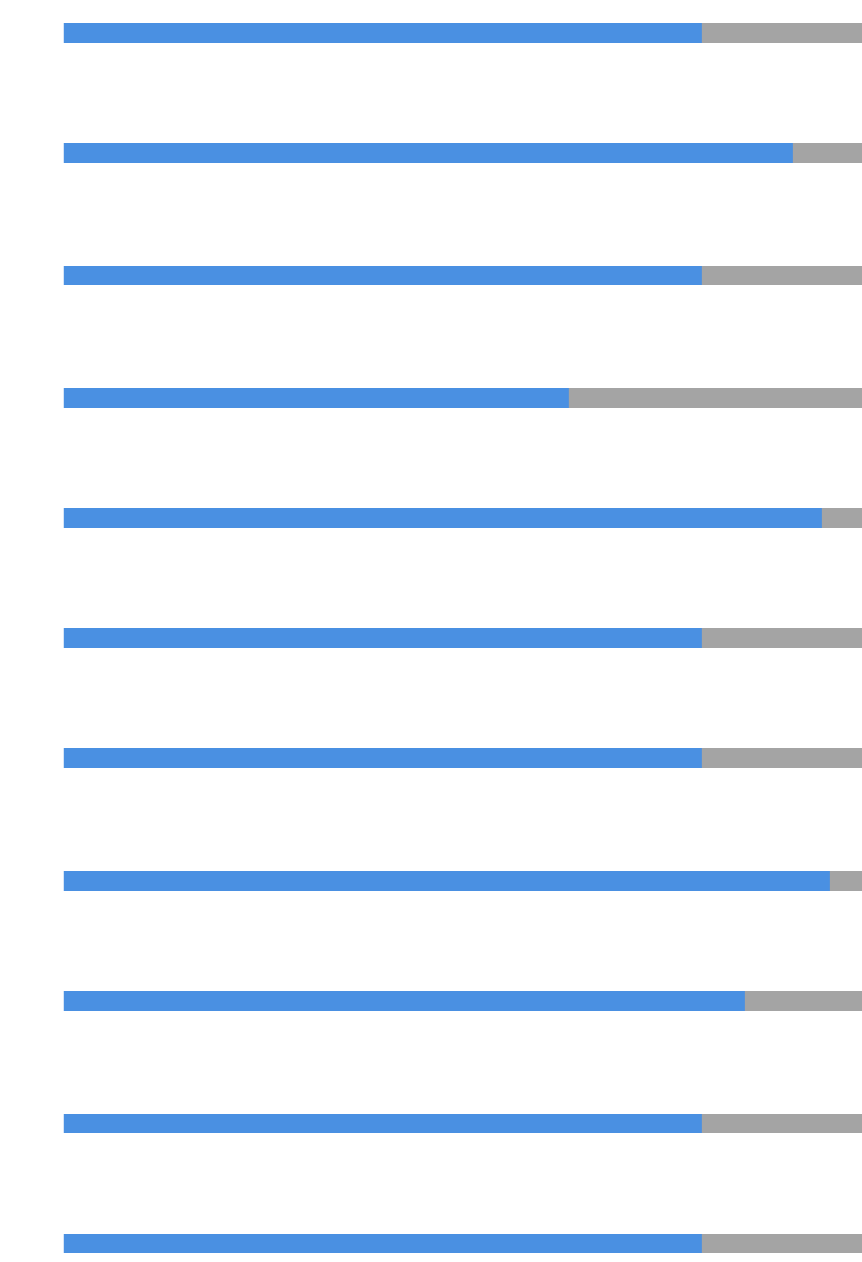
I am a passionate experience design leader and strategist with over 12 years of experience. I guide clients and project teams across a variety of business sectors using a holistic and human-centered approach, infusing user insights and creativity. I successfully lead the strategic creation of solutions and the design of compelling customer and user experiences for several organizations. I help grow the next generation of designers and create and reengineer design process that help increase productivity, collaboration and creativity.

INDUSTRIES

Retail (Big box & Luxury), Healthcare, Finance
Associations/Non-profit, Medical Research, Publishing

SKILLS

- Design Management & Leadership
- User Research
- Design Strategy
- Content Strategy
- Sitemaps, User Flows, Wireframes
- Strategic roadmap
- Visioning
- Personas & Journey Mapping
- Design Specifications
- Agile and waterfall
- Business Alignment



RECENT PROJECTS

- Lead, Experience Design and Content Strategy**
Analyzed the existing web experience and content as well as the process of creating, adding and publishing content to a large luxury retail site to create operational efficiencies, reduce costs and increase revenue.
- Lead, Experience Design**
Developed the digital experience strategy and directed the responsive design of a large enterprise retail site to increase conversion rates, online sales, revenue and customer satisfaction of the online experience. Looked for opportunities for operational efficiencies by utilizing out-of-the-box functionality, where possible, that mapped back to best practices.
- Lead, Experience Design**
Developed the experience strategy and directed the design of a new digital product to disrupt the current market by creating efficiency for its users and simplifying relationship-building processes.

WORK EXPERIENCE

- 2012 - Present
Associate Director & UX Designer, EPAM Systems
- 2009 - 2012
User Researcher, Network Solutions
- 2006 - 2009
User Researcher & Information Architect, Lenovo

EDUCATION

- 2008
MS, Industrial Engineering, **HF & HCI**
- 2005
BS, Industrial Engineering