Objective

Looking for a user experience analyst position allowing for demonstrated skills in planning and conducting and communicating user research including persona development, focus groups, usability testing, competitive analyses, card sorting and surveys, providing usability insights to improve the user experience, and information architecture for interface design proven by over 5 years of successful work as a user experience specialist.

Profile

User experience analyst with over 4 years of extensive usability, user research analysis and user interface design experience for web services and products. Successfully identify and understand user goals through user interviews, surveys and usability tests. Intimate working knowledge and experience using user-centered design methodologies and tools including card-sorting, iterative design and heuristic evaluations. Successfully plan, conduct and communicate user research including usability tests, surveys and user interviews.

Skills Summary

|  |  |  |
| --- | --- | --- |
| * User centered design
* Usability testing
* User flows
* User Research Methods
 | * Wireframe mockups
* Use case scenarios
* Heuristic evaluation
* User survey s
 | * Information architecture
* Analytical skills
* Strong communication skills
 |

Professional Experience

## **user experience Analyst** – Network solutions, Herndon, VA (2010-2011)

Successfully plan, conduct and communicate user research for the website, applications, the mobile site, and mobile apps, through usability tests, surveys and user interviews. Carefully craft and validate personas using market research data and user behavior data captured through ethnographic studies, user interviews and usability tests. Assertively communicate user research to a broad audience and recommend user interface design solutions through wireframes to product owners, information architects, marketing operations and designers. Help frame A/B tests and proficiently analyze results to be used in conjunction with usability data to create recommendations to grow revenue and improve the user experience. Collaborate with design team and product owners to create compelling solutions to complex problems in an agile, fast-paced environment. Partner with product owners, usage metric analysts and customer service representatives to make recommendations for user experience research throughout web design iterations and product’s life-cycle from concept to implementation. Determine appropriate usability metrics and effectively conduct competitive and/or baseline usability studies and heuristic evaluations to capture and track usability metrics over time. Create screeners for user participation.

**Key achievements**:

* Improved the system usability score of the website builder tool from 68% to 85% through iterative testing and recommendations.
* Utilized user centered design methodology to guide the production of a mobile app that went to market with a system usability score of 85%
* Decreased time it takes to complete key tasks in website builder tool application by 20%
* Reduced cart abandonment rate by 15%, saving $150,000 per month proven using A/B tests
* Increased acquisition cash by 10% by providing recommendations for impulse purchases in account manager.
* Reduced page abandonment by 20% by utilizing data collected from usability studies and user interviews by identifying additional user needs.
* Effectively increased usability of the user research documents to quickly convey usability findings to a broad audience including marketing operations, information architects and upper level management

## **User experience designer** and OFfice manager – lee realty and associates, raleigh, nc (January 2009- June 2010)

Provided general administrative support to the owner. Collaborated with owner and content writer to develop navigational flows and Visio wireframes for web strategic effort. Created web design based on user centered design principles. Assisted in updating the website used to advertise houses for sale and apartments for rent.

**Key achievements**:

* Increased the number of customer inquiries by 5%

## **user experience information architect** – lenovo, morrisville, nc (2006-2008)

Collaborated with graphic designers, content writers and developers to create navigational work flows, wireframe mockups and prototypical design based on translated user requirements. Gathered user requirements through client surveys, interviews, task analysis and website analytics. Worked with the web design and user experience team to design online user experiences based on user-centered design approach. Conducted task analysis and scenario of use analysis, heuristic evaluations and design reviews to create recommendations and wireframes to improve the usability and design of new and existing webpages, sitelets and applications. Planned, created and conducted quarterly usability tests and user research by creating project scopes, timelines and budgets. Analyzed usability studies to create justification for design or redesign recommendations to improve the usability of the website. Created user flows and interactive design for other departments in the company.

**Key achievements**:

* Effectively reduced the number of clicks necessary to purchase Lenovo Care
* Increased the retention rate of customers on certain pages of the website by 15%
* Recommended improvements that allowed users to more easily compare systems
* Collaborated with designs and content writers to create designs that increase usability ratings from 9th to 2nd place based on a keynote surveying company
* Effectively conducted usability testing while reducing costs of testing by 15% and reducing testing and analysis time by 30%
* Conduct QA to eliminate 90% of functional and design errors before production on the website
* Developed the Lenovo calculator that enables users to efficiently compare new and old systems to reduce their carbon footprint.
* Redesigned Lenovo care application for a 10% increase in effectiveness

**Human robot interaction research assistant** – north carolina state university, raleigh, nc (2007-2008)

Researched information on appropriate users of robotic nursing applications. Set up experimentation to test hypotheses in human factors as it relates to robotics and online experiences. Communicated results in the appropriate venues including conferences and journal articles.

**Key achievements**:

* Submitted 2 research papers to conferences in ergonomics and robotics
* Research has implications of decreasing human medicine errors by 80% by reducing the workload of overworked nurses

## **usability intern** – the sas institute, cary, nc (summer 2004, 2005)

Facilitated and analyzed usability studies for internal and external products. Documented processes needed to maintain, edit, and update internal SharePoint websites. Conducted heuristic evaluation of internal website utilizing user interface guidelines. Analyzed and conducted usability tests to better internal web applications. Conducted card sorting tasks, preformed heuristic evaluations and held focus groups in order to improve existing and new software products.

**Key achievements**:

* Tagging, taxonomies, metadata frameworks
* Researched and applied the differences in two user populations to allow greater accessibility for each group.
* Created process documentation to reduce time needed to update and maintain internal web pages by 30%

Technical Proficiencies

Reporting tools: Microsoft Office

Wireframing tools: Microsoft Visio

Prototyping tools: PowerPoint & Dreamweaver

Usability testing tools: Morae Usability software

Education

North Carolina state university – Raleigh, NC
Master of Industrial Engineering, 2008
Concentration in Human Factors and Ergonomics

North carolina agricultural & technical state university – Greensboro, NC
Bachelor of Science in Industrial Engineering, 2005

Professional Organizations

Usability professionals association

 Member: 2010-2011