



Re-envisioning the omni-channel journey through user research and data analysis

CAREER PROFILE

User experience specialist with seven years developing systems designed to improve efficiency, grow profitability, and create a best-in-class user experience. Skilled in understanding and interpreting stakeholder needs and communicating designs for other team members and departments. Passionate about finding elegant solutions to complex user problems through an iterative, collaborative process. Adept at time management and goal-oriented design.

Core Competencies:

- Usability Testing
- Ethnographic Research
- Process Thinking
- Data Analysis
- Strategy Development
- Requirements Gathering
- Project Management
- Mentoring
- Time Management
- Branding
- Problem Solving
- Customer Communication
- Industry Standards
- Quantitative User Analysis
- Prototyping
- Detail Oriented
- Strong Writing Skills

Technology Competencies:

- Adobe Photoshop CS5, CS6
- Adobe Fireworks CS5, CS6
- Adobe Illustrator CS5, CS6
- Adobe InDesign CS5, CS6
- Adobe Flash Pro CS5, CS6
- Adobe After Effects CS5, CS6
- Adobe Dreamweaver CS5, CS6
- Adobe Acrobat X
- Axure RP Pro 6.5
- Sony Acid Pro 7.0
- Sony Sound Forge Pro 10
- Sony Vegas Pro
- Microsoft Office Suite
- Many Eyes
- Google Chart Tools
- NodeXL
- HTML5, CSS3
- Actionscript 3.0
- Javascript
- jQuery
- Drupal

Performance Highlights:

Omni-channel customer journey – Global ethnographic studies with IDEO team to ideate future customer omni-channel service journey and next generation POS solutions.

Interactive kiosk blueprint - Designed usability-tested guidelines to establish global standards for self-serve stage-and-pay implementations. Includes flows, screen mockups, style guide, and API references.

Admin site design - In-depth analysis of employee tasks across all departments to transform existing admin site from a cumbersome website into a task-oriented, efficient environment.

Order fulfillment process – Analyzed order life to reduce redundancies in the process. Improved efficiency by 52% through a combination of new fulfillment site and use of mobile technology.

PROFESSIONAL EXPERIENCE

WESTERN UNION HOLDINGS, LLC., Englewood, CO 80132

(2013-2014)

Interaction Designer:

- Managed retail/POS customer experience in the money transfer enhancement group.
- Project manager on initiative to design signature moments and customer charter in order bring the brand promise to life across all channels.
- Developed template for CX team DNA including team design principles, product creation checklist, socialization of usability insights, and on-going skill development.
- Developed and evangelized global product standards with regional leaders and sales teams.
- Collaborated with cross-functional teams (Privacy, Legal, Marketing, Compliance...) to ensure company buy-in on projects and go-to-market success.
- Guided outside design firms (IDEO, ZURB, User Centric) throughout engagements to ensure goal alignment and product viability.
- Collaborated with CX team to design and launch pattern library based on UI/UX best-practices to enhance global omni-channel standards.
- Provided product CX oversight and approval for mobile apps, IVR, and self-serve devices to ensure cross-channel consistency and a use-case driven user experience.

AQUINAS AND MORE CATHOLIC GOODS, INC., Colorado Springs, CO 80918

(2003-2012)

Sr. Operations Designer:

- Promoted because of skill in designing efficient processes in web and personnel operations.
- Redesigned admin site based on stakeholder requirements.
- Conducted user interviews, wireframes, task flows, and functional prototypes.
- Designed new ecommerce site to reflect customer needs while reducing visual noise and creating an elegant shopping experience.
- Manage personnel and day-to-day operations of company including employee reviews, hiring, marketing campaigns, site content, UI design and purchasing.
- Designed check-in system for receiving department that reduced personnel expenses by one third. Organized information architecture on site with 2700+ product categories.

EDUCATION AND CREDENTIALS

MASTER OF WEB DESIGN AND NEW MEDIA, GPA 4.0

(Anticipated graduation date, Fall 2014)

Academy of Art University, San Francisco, CA

Instructor testimonials:

“Best work in the class.” –Frederick McHale, Online Coordinator at Academy of Art University

“I like seeing you putting in the extra effort into your work. A few extra minutes of work that goes above and beyond my expectations differentiates the top students.” –Matthew David, Program Director for Mobile Strategy at Compuware

BACHELOR OF ARTS, cum laude, GPA 3.603

University of Dallas, Irving, TX