

In every project, my goal is to:

Translate user data into design decisions to help solve problems

SKILLS SNAPSHOT

- User research and usability testing
- Data collection and analysis
- Mobile and web-based design
- Design and functional specification documents
- Cross-platform design standards
- Human perception, cognition, and behavior
- Collaboration with developers and engineers
- Rapid prototyping
- Wireframing
- Agile development process

PROFESSIONAL EXPERIENCE

Product Adoption Manager May 2016 - Present
Interactive Intelligence | Genesys - Durham, NC

- Responsible for executing the mission of the newly created Product Adoption team in using data to create strategic digital content that promotes customer self-sufficiency, maximizes license and feature set usage, and increases customer satisfaction, at scale
- Led the development of an online customer community, where customers can ask questions, connect with others, and stay in the know
- Vetted, selected, and led development resources for the community
- Established a group of internal community founders and evangelized the community internally to seed content and ensure product experts were ready and willing to answer customer questions at product launch
- Actively solicited feedback to continually improve the community
- Successfully launched the community to all customers and partners
- Selected as one of eight finalists in company's annual hackathon (winner TBD)

User Experience Designer May 2015 - May 2016
Interactive Intelligence | Genesys - Durham, NC

- Helped to establish usability testing as common practice to continuously improve the user experience of the company's product
- Worked as the lead UX designer for company's multi-tenant, scalable business collaboration tools, including real-time group chat, video conferencing, document management, and customer relationship management
- Effectively communicated with Product Management to establish product requirements, iterate on wireframes, and refine features via a continuous deployment model
- Collaborated with front- and back-end development to ensure design specifications were met

PROFESSIONAL EXPERIENCE (continued)

Product Engineer, User Experience June 2013 - May 2015
Deere & Company - Cary, North Carolina

- Conducted usability testing, analyzed data, presented findings, and proposed new solutions for several user interfaces
- Led setup, participant recruitment, data collection, and data analysis for comparison study of two high-fidelity loader simulations
- Applied user research techniques, including card sorts, kano analysis, task analysis, and in-depth interviews to understand user interaction with Construction and Forestry displays
- Effectively exchanged ideas with stakeholders and developers to create wireframes and iterate on concepts for several web-based mobile applications, including a precision grading app for motor graders and a low-cost guidance app for tractors in emerging markets
- Directed work of two graphic designers to meet tight deadlines and deliver quality products
- Increased awareness of company's design philosophy to promote UX consistency in an evolving development environment

User Experience Researcher May 2012 - August 2012
Deere & Company - Moline, Illinois

- Successfully integrated both qualitative and quantitative data, including behavioral-based interviews and eye tracking to gain a holistic understanding of user interaction with riding lawn equipment
- Supported Advanced Marketing team on in-depth interviews for electric riding lawn equipment customer trials
- Presented results of summer work to Enterprise Advanced Technology directors and Turf Group supervisory engineers

EDUCATION

Master of Science degree in Human Factors and Applied Cognition July 2015
North Carolina State University - Raleigh, North Carolina

- Concentration in human-computer interaction
- Master's Thesis title: Type and Timing of Feedback: How to Increase Perceived Behavioral Control in a Virtual Environment

Bachelor of Science degree in Psychology April 2006
Florida State University - Tallahassee, Florida

“You have all the attributes of a top User Experience researcher which include enthusiasm, good research instincts, persistent curiosity, and the ability to translate scientific theory into applicable solutions...You would be a great addition to any team that aims to design customer-centered products.”

- Julian Sanchez, Director of John Deere Technology Innovation Center