

## EXPERIENCE RESEARCHER

Avid Listener.. Experience Translator .. Collaboration Advocate

Dedicated research professional passionate about uncovering consumer, business and enterprise needs. Extensive experience as a user advocate; translating complex data into actionable recommendations; mentoring professionals, fostering teamwork and designing creative solutions.

### Experience

#### **VR UX Instructor (VR UX Research) – 5/2017 - present [Oregon StoryBoard, Oregon]**

- Developed 6-week curriculum focusing on VR UX Research Introduction to diverse range of students
- Mentoring students and providing job contacts
- Partnering with local businesses to provide guidance & talent for VR initiatives

#### **UXPA Mentor & VR AR Association Member – 3/2017 - present [Virtual]**

- Mentoring early-mid-career UX professional especially within VR space
- Partnering with local professionals to establish VR/AR UX standards
- Share & conduct research into VR/AR uses and technologies

#### **UX Research Director (Market Insights, UX)– 9/2016 - present [Cognito, Inc, Oregon]**

- Awarded grant for design, recruit, moderation & to publish research into VR content creator challenges providing much needed research to VR industry.
- Broadened business scope by researching new industries, initiating contact with potential clients, matching company capabilities with client needs and building proposals for research work.
- Introduced new tools, methodologies and capabilities broadening product offerings to clients including: virtual reality environment & eye-tracking, web & mobile proto-typing, video ethnography, design consultation for products/processes, ux assessments.
- Increased Cognito brand awareness by designing and maintaining company LinkedIn page & blog.
- Provided actionable recommendations and re-usable reporting documents to key clients extracted from interviews, focus groups, surveys, video diaries and online panels.

#### **Owner/Marketing Manager – 12/2014 – present [Gallery 114, Portland, Oregon]**

- Removed customer pay process challenges by designing, recruiting, conducting & analyzing data from customer surveys & interviews.
- Increased website & Facebook engagements by 85% in 2016 using insights & web analytics to design posts.
- Increased brand awareness by promoting member artists through artist interviews & local publications
- Increased relationships with international artists by jurying international exhibitions and month long shows

#### **Customer Experience Researcher (CX) – 6/2016 – 9/2016 [Intel Corporation, Hillsboro, Oregon]**

- Promoted growth of customer engagement program by collecting & sharing customer stories and insights with multi-geo sales teams.
- Uncovered key customer trends & insights by analyzing data from surveys, customer interviews & sales team feedback.
- Designed, recruited, conducted & analyzed interviews & surveys with internal sales & support teams, communicating key challenges to management teams.

#### **VR UX Consultant (Market Insight, UX)– 6/2015 – 10/2016 [Owner]**

- Provided developers with heuristic evaluations of VR games & entertainment applications for: HTC Vive, Oculus, GearVR, Cardboard & OSVR
- Designed, recruited, conducted & published research and recommendations into customer sentiment, likelihood to purchase, net promoter score & other market insights.

**Systems UX Researcher (Mobile devices/VR) – 11/2014 – 6/2016 [Intel Corporation, Hillsboro, Oregon]**

- Built VR research lab, conducted VR hardware research & market research leading to new VR product initiatives.
- Provided UX & design expertise to product teams used to make timely design decisions & affect design direction
- Socialized research company-wide providing growth & innovation opportunities in mobile device market
- As lead researcher on Skylake developer platform, provided data integral to improving development device for developer community by conducting large-scale surveys & interviews.
- Promoted Intel system design UX best practices by researching, constructing & promoting design standards guidelines.
- Mentored external & internal researchers and UX professionals, providing guidance, critique & references
- Collected critical data points by conducting interviews, focus groups, surveys, heuristic evaluations, longitudinal studies, low-cost guerilla studies & human factor assessments. Designed moderator guides, survey questions, screeners & research methodology materials. Worked with external vendors to collect & analyze quantitative data and manage consumer panels.

**Field Agent-Researcher (grocery retail) – 10/2014 – 3/2015 [Trendsource, Gresham, Oregon]**

- Collected & shared detail accounts of customer environments and usage journeys in various retail operations
- Recommended value added options to increase customer satisfaction and likelihood of purchase in retail space
- Analyzed associate effectiveness and attentiveness in a variety of service scenarios

**User Experience Researcher (B2B/Enterprise)- 1/2012 – 9/2014 [Auto-Owners Ins., Lansing, Michigan]**

- Integrated lean UX methodologies into Agile process leading to reduced design time & more informed designs.
- Increased visibility of customer trends by developing methods of analyzing existing database data.
- Incorporated interviews into methodologies leading to increased quality of results in application design.
- Communicated transparent design decision process by creating communication methods to share research results.
- Improved quality & consistency of solutions output across UX team by creating designer training modules
- Formulated corporate branding and design consistency of web presence by working with marketing department to design & maintain corporate design & branding standards
- Created moderation guides & screeners, managed recruitment & scheduling, conducted surveys & interviews, contextual inquiries, observational studies, UX tests, UX assessments & created Axure prototypes.
- Managed several complex projects simultaneously while acting as project manager, lead UI designer & UX researcher
- Decreased process costs by 45%, increased accuracy & improved customer experiences by transforming print based process to a web based application.
- Uncovered key data points by conducting interviews & observational studies leading to jobs being saved in Customer Support department
- Mentored external & internal researchers and UX professionals, providing guidance, design critique & references

**Head of Design Instruction (education) – 6/2010 – 12/2011 [Green River Community College, Auburn, Washington]**

- Redesigned print based design curriculum to modern web design practices curriculum
- Through awarded grant: created campus art walk with QR code placards, web page, a map of artwork locations & standardized art inventory process. Project increased visibility, reduced vandalism & theft, & increased public engagement with campus.
- Led committees dedicated to sharing information on diversity, creating web experiences & workshops.
- Developed relationships with local high schools to increase skill sets needed to succeed in college courses.
- Reached out to local business to establish design internships resulting in three new student opportunities.
- Implemented Virtual Environments club increasing visibility of design program
- Managed adjunct design faculty including scheduling and curriculum preparation
- Mentored students in career paths and connected local business owners with design students for internships
- Classes as lead instructor: Graphic Design, Web Design, Beginning Design, Color Theory & Print Production.

***As a student I held various part-time jobs concurrently.*** [Washington State University, Pullman, Washington]

Adjunct Instructor of Digital Media & Department Technical Support, Installation Technician, Museum of Fine Art, Web Developer, Library Instruction Office, Social Media Marketing, Distance Education Advising

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**Systems Analyst/Interface Designer (B2B/Enterprise) – 8/1995 – 8/2007 [Auto-Owners Ins, Lansing, Michigan]**

- Collaborated with stakeholders to improve web applications leading to documented improvements in time to completion & abandoned transactions on high visibility tasks.
- Organized companies first usability studies and presented results to management. Management was provided a clear picture of how usability studies and user research could help improve user efficiency.
- Designed companies first corporate design standards by organizing committees on design standards & usability practice
- Designed & coded several complex web applications in JAVA for use in B2B & Enterprise functions.

**Proficiencies**

**Qualitative research** - Competitive analysis, literature review, recruitment, interviews, dyads, focus groups, usability testing, A/B testing, ethnographic studies, observational studies, lab & in-context studies, longitudinal, diary studies, online panels and hybrids.

**Research facilitation activities** - Personas, user stories, mind maps, day in the life, customer journeys

**Study technologies** - WEBEX, Morea, Adobe Premiere Pro, Skype, GotoMeeting, GoPro

**Project management** - Goal Setting, Feedback Loops, Scheduling, Prioritizing, Promotion, Leadership

**Prototypes\wireframes** - Axure, ForeUI, Adobe Creative Suite, sketching, paper prototype building

**Design** - visual communication, heuristic evaluation, critique, iterative processes, collaborative design

**Research material design** - Screeners, recruitment guides, discussion guides, surveys, final reports

**Education**

**Washington State University**, 2009 MFA Digital Media

Jerard, Basil & Ella Endowment

Graduate Full Tuition Waiver & Teaching Assistantship

Alumni Foundation Scholarship

**Kendall College of Art&Design**, 2005 BFA Fine Art

College Excellence Merit Scholarship

**Northwood University**, 1998 BBA Computer Information Systems Management

Cum Laude

**Affiliations & Volunteering**

AIGA - professional association for design

CHIFOO - computer-human interaction forum of Oregon

MiUPA - Michigan Usability Professionals Association

solveOregon – Volunteering Organization

Pacific Crest Trail Association – Trail Preservation

City of Gresham, Dept. of Environmental Services

Portland Metro Trail Planning Division

Portland Art Dealers Association

Arbor Day Foundation

PSA - Pastel Society of America

NPA - Northwest Pastel Association

OSA - Oregon Society of Artists

PDGA - Professional Disc Golf Association

USGS - US Geological Survey