

## Berkadia

March 2019 - March 2020; Product Design Strategist

*In this role, I provided primary research and insights both internally to my product line and more broadly to the other product lines across Berkadia. I also led the Salt Lake office in UX practices and culture, and made up one-third of the Product Leadership team. My tasks included:*

- Research, document, and advocate user goals, needs, and values
- Align teams of developers and designers around future vision and pathing to achieve product growth; lead detailed technical roadmap for product teams and delivery, providing user-side feedback and values
- Develop current-state and future-state user pathing, JTBD, journey maps, and personas
- Design, implement, and analyze research projects (quantitative and qualitative) to validate current product use, user needs and goals, and to test iterations or possible solutions
- Report on research findings; apply findings in design reviews, sprints, and leadership decision making spaces
- Mentor and coach designers through regular meetings, critiques, and internal conference talks
- Document, standardize, and templatize Berkadia's approach to user research, usability tests, reporting findings; create a single search repository for company-wide user research
- Scope, size, and plan projects; hammer out details and data requirements as well as user expectations alongside the technical team
- Educate, inspire, and support designers in rigorous research protocols, new methodologies and solutions, and cross-team collaboration

## Clearlink

June 2013 - Dec 2018; UX Lead

*In this role, I served as the UX resource for 13 marketing teams, design sprints and critiques, and internal/external conferences. I brought quantitative and qualitative user research, usability testing, accessibility best practices, and design feedback to bear on most CRO tests and website projects. Some of the project areas I worked on include:*

- In-house sales platform  
Contextual observation, interviews, user journey mapping, IA and workflow mapping, wireframes, real-time QA for development pairs, beta launch and testing, iterative phasing for second and third stages of the platform, and analytics scoping
- Marketing websites  
Implementation and analysis of heatmapping software, A/B testing for designs, scoping and planning usability tests, analysis of all qualitative tests and presentation of results to teams and stakeholders, accessibility tests, user psychology research and education, analytics basics, testing and research plans, qualitative research based on Data Science team's quantitative pattern analysis
- Intranet, iPad app, and miscellaneous applications  
Market research, competitive analysis, contextual observation and research; design, implementation, and maintenance of a knowledge management system; surveys, social polls, and ethnographic field research; information architectures, user workflows and journey mapping, and wireframes

## Freelance

2007 - present; UX Researcher & Strategist

I offer qualitative and quantitative user research, IA/site structure/user flow overhauls, wireframing and project planning, journey mapping and persona creation, in-person and remote usability testing, and UX and human-centered design best practices. I also actively mentor and speak about UX and design intersecting other verticals of technology.

I have worked with companies like Codeship, uBiota, Smartwool, Women of the World, and Dominion Energy Solutions.

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Salt Lake City, UT

## Artifacts & Tools

Agile  
Archetypes  
Analytics  
Co-creation Workshops  
Competitive Analysis  
Contextual Observation  
Design Sprints  
Ethnographic Studies  
Figma  
Google Analytics  
Workflow/Happy Pathing  
Heatmap Analysis  
Heuristic Analysis  
InVision  
JTBD  
Journey Maps  
LucidChart  
Personas  
Sketch/Principle  
Stakeholder Interviews  
Surveys & Polls  
UsabilityHub  
UserTesting.com  
Wireframes

## Education

Bachelor's, English (Writing)  
Gardner-Webb University  
Awarded 2007

*For more work background, visit my LinkedIn profile.*