

UX professional with 8 years of experience conducting user research and designing for software, smartphones, tablets, and the Web.

## Qualifications

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Interaction Design | User Research | Information Architecture | Visual Design | Mobile Design | User Flows | Sketching | Usability Testing | Surveys | Personas | Wireframing | Card Sorting | Heuristic Evaluation

## Professional Experience

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### Sr. UX Designer | Amazon Lumberyard – Seattle, WA

*Dec. 2015 – Present*

- Feature design: iterative sketching, wireframing, and high-fidelity mock-ups, design studios, interactive prototypes
- User research: generative research, surveys, customer interviews
- Information architecture: user flows, menus, navigation, engine organization
- Branding: Pattern library, style guides

#### Accomplishments

- Designed 8 independent editors within the Lumberyard suite of software
- Designed 2 fully responsive web sites, including support for the Lumberyard forums solution
- Contributed to the Lumberyard pattern library and style guide, and developed the style guide for web properties

### UX Designer | Amazon.com search – Seattle, WA

*Aug. 2013 – Dec. 2015*

- Feature design: iterative sketching, wireframing, and high-fidelity mock-ups, interactive prototypes
- User research: generative research, surveys, focus groups, customer interviews

#### Accomplishments

- Design of various features on desktop & mobile that led to operating profit increases of 150mm+ annually
- Conduct formative research for softlines VP to drive key business decisions

### UX Design & User Research | REI – Seattle, WA

*Oct. 2009 – June 2010; Oct. 2010 – July 2013*

- Feature design: iterative sketching & wireframing in a Lean UX / Agile development environment
- User research: create usability test plans, interactive prototypes, run usability studies and analyze findings
- Information architecture: user flows, site maps, navigation & content structure

#### Accomplishments

- User research, concepting, and information architecture for brand new iPad app
- Design and usability testing of checkout flow and screens on Android, IOS, and the mobile web
- Redesign of entire Ski & Snow Report app on IOS and Android
- Design and usability testing of more than 30 unique promotional and campaign pages on rei.com and m.rei.com

### Information Development Co-op | IBM – San Francisco, CA

*June 2010 – Oct. 2010*

- Assist with project planning and management
- Content architecture, including drafting documentation for new features and reorganizing and editing existing documentation
- Assistance in migrating content from SGML to DITA (XML-based format)
- Assist information architects in redesigning structure of information center

## Research Assistant | University of Washington – Seattle, WA

Nov. 2008 – June 2010

- User research with 12 clinical researchers to determine efficacy and possible improvements to i2b2/Amalga systems. This research resulted in publication (see Publication section below).
- Project management associated with data sharing between i2b2 systems, including interfaces, architecture, workflows and barriers facing investigators from several locations
- Developing plans, drafting content and event management for Spring Symposium at the UW, attended by 200+ people
- Management of project Web site, including content development

## IT Advisory Intern | KPMG LLP – Seattle, WA

June 2009 – Aug. 2009

Internship resulted in an offer for full-time employment

- Tested nearly 30 IT controls to ensure accuracy of information relied on by financial audit team
- Interviewed 10+ clients to obtain information, policies and data about IT controls and documented the findings
- Assisted managers and partners with proposals

## Education

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Worked 20+ hours a week while attending full-time classes

### University of Washington | the Information School – Seattle WA

June 2010

Masters of Science in Information Management – GPA 3.8

Coursework focus: *User-centered design, user research, information architecture, content management*

### UCLA | College of Letters and Sciences – Los Angeles, CA

March 2005

Bachelor of Arts in English – GPA: 3.6

## Honors and Affiliations

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William E. Henry Scholarship - Awarded in 2008

William E. Henry Scholarship - Awarded in 2009

Senator, Graduate & Professional Student Senate (GPSS) - 2008-2009

## Publications

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Chilana PK, Fishman ER, Geraghty E, Tarczy-Hornoch P, Wolf P, Anderson NR. Characterizing Data Discovery and End-user Computing Needs in Clinical Translational Science. JOEUC, 2011; 23(4).