

Executive Summary

Innovative Principal UX Researcher/Strategist with 18 years in the SaaS space. Specialties include B2B and B2C web/mobile applications in airlines, financial, and logistical industries. A UX Leader recognized for getting to the heart of the problem in complex projects and to unite businesses and users in an innovative solution that achieves business goals and meets users' needs.

- Creatively solves problems in design, process, communication, and business strategy.
- A strategic, meticulous, and creative Principal Researcher and UX Strategist, with years of success cultivating UX champions among diverse leadership teams.
- Established new processes for business analysts, driving improved performance with technical skills, streamlining workloads, and optimizing internal users, external vendors, and the customer experience.
- Remains current in UX research and UX strategy advances by attending and speaking at conferences.

Professional Experience

UX Strategist / Principal UX Researcher, Remote **RXO/XPO Logistics**, 08/2019-02/2024

- Restructured the entire research practice as a centralized function and designed a 5-year business/UX roadmap in collaboration with company leadership.
- Through the continuous research process, created several research-led initiatives approved by business stakeholders to meet and exceed the user experience goals of raising the bottom line, user experience standards, and performance metrics.
- Identified and cultivated high-level UX champions from business stakeholders.
- Conducted mixed-method research (quantitative and qualitative) using a combination of ethnography, interest surveys, contextual inquiries, desirability studies, card sorts, and participatory design workshops—both foundational and directional.
- Synthesized results into actionable insights delivered as user personas, task flows, and presentations to stakeholders and C-level to inform product decisions.
- Created and evangelized brokerage user personas.
- Lead internal mentoring lunch 'n' learn-type sessions ("UX Snacks") for non-UXers to understand UX processes.

**UX Strategist / UX Designer / UX Researcher / Information Architect, Charlotte, NC
Bank of America / TekSystems, 2017-2018**

- Established a user experience research practice for Merrill Lynch, a subsidiary of Bank of America.
- Created the user interface and information architecture for an enterprise-wide compliance/regulatory application that increased efficiency by 10%.
- Created the interaction design and information architecture using Sketch and Omnigraffle for a mobile AI tool that increased relationship manager's productivity by 25%.

**Sr UX Researcher (Contract), Charlotte, NC
Wells Fargo / Aquent, 2015-2016**

- Expanded the researchers' role scope to include strategic discovery research.
- Guided three project teams in usability of the Wells Fargo Wallet app, and held recurring monthly research sessions on users' needs on the new mobile app.
- Utilized the user personas and gamification to train new UX contractors to correctly apply the user personas in initiatives.
- Created advanced tasking modeling charts for consumer banking personas.

**UI Designer / Usability Expert / UX Researcher (Contract), Charlotte, NC
LPL Financial / Insight Global, 2014-2015****UX Strategist / UI Designer / UX Researcher / Information Architect (Contract), Charlotte, NC
Bank of America GIS / TekSystems, 2012-2014****UX Designer / Usability Expert (Contract), Charlotte, NC
TIAA-CREF / Accrue Partners, 2011 - 2012****UX Designer / Usability Expert / Information Architect (Contract), Charlotte, NC
Wells Fargo / TekSystems, 2011****UX Designer / Information Architect / UX Researcher / UX Consultant, Fort Worth, TX
American Airlines / Fenway Group, 2007 - 2011****Education****Bachelor of Fine Art**

University of Texas at Arlington, Arlington, TX

User Research and UX Management certifications

NN Group, Certificate #1040266

Software

Prototyping and wireframing tools: Omnigraffle, Sketch, Balsamiq, Miro

Research tools: Optimal Workshop, Dovetail, Morae, iRise, Survey Monkey, Google Forms