

## Career Summary:

Ten years of experience working in the field of Human Factors, Design and User Experience at both large and small companies. Strong command of Human Factors principles and their applications. User-centered designer, who creates better user experience through research, design and usability.

## Key Skills:

Developing UX Strategies	UX Metrics Research and Development
User Experience Research & Design	Mobile Interface Design
Wire framing and Prototyping	Web Application Design
Portal Design	Ethnographic Research
Interactive Voice Response Design	Business Process Usability

## Education:

- **MA, Human Factors/Applied Experimental Psychology (Honors), December 1999**  
California State University, Northridge, CA.
- **BS, Psychology (Magna Cum Laude), June 1997.** Utah State University, Logan, UT.

## Achievement Highlights:

Designed an online document web application used to print, store, view, upload, download and send print jobs to local print shops. Both the end user and Job Manager UI's were designed. Many clients now use this application across the country, including Sony Entertainment and University of California Los Angeles.

Led the redesign of an Auto Comparator tool used by third party companies (e.g., Lexus & Toyota). Presented the new design to Lexus executives, which led to the resigning of a \$750,000 contract.

Designed a mobile user interface used for tracking jobs and inventory for satellite technicians. The product supplied the user with job addresses, online maps and a list of inventory required for each job, resulting in fewer user errors and faster job completion, saving the company money and pleasing the DirecTV customer.

Led the construction and development of onsite usability labs for both DirecTV and Edmunds.com. This enabled onsite testing allowed for easier stakeholder viewing and saved the company thousands of dollars in lab rental costs.

Conducted several ethnographic research studies to better understand the process pain points of Intel's Finance Business process. This research led to a change in both technology and process, which saved the company time and money and reduced user frustration and error.

## Work Experience:

September 2010-Present **User Experience Designer: Hewlett Packard Contractor**



- Responsible for the experience design of printer interfaces and internal workings of complex photo printers
- Work closely with Interaction Designers, Visual Designers and Industrial Designers to ensure a positive user experience while using retail photo publishing solutions

February 2006-March 2008 **Senior Human Factors Engineer: Intel Corporation**



- Responsible for the design and ease of use of portal software applications (e.g., supply chain and HR applications) and finance business processes
- Participated throughout the entire development life cycle, including exploration, planning, design and deployment of Finance Business Process Engineering
- Provided strategic direction and consultation, advocacy, and education on effective User Centered Design (UCD) / HFE methods to managers and stakeholders in order to spread knowledge and support of UCD throughout the company

- Influenced and drove user requirements
- Gathered user data using best-known user research methods (e.g., job shadowing, usability surveys, contextual inquiries, etc.)
- Conducted Usability Testing and redesigned the HR Manager Connection tool, resulting in improved efficiency and a more positive user experience

May 2005-January 2006 **Usability Engineer: DIRECTV, Inc.** 

- Leveraged usability test findings to secure stakeholder commitment and funding for implementation of a hand held mobile inventory and order device for satellite technicians
- Designed a mobile user interface device used for tracking jobs and inventory for satellite technicians
- Coordinated and conducted usability tests (e.g., developed screening criteria, coordinated recruiting and facility rentals, etc.)
- Analyzed complex behavioral data from usability testing and field research to determine that the new proposed designs improved user performance on an Interactive Voice Recognition application
- Wrote detailed reports to communicate findings to the design team, product managers and business owners

August 2004-May 2005 **Usability Manager: Edmunds.com** 

- Oversaw all usability projects from conception to design to implementation for multiple business units of the Company
- Communicated design recommendations using wire frames and mock-ups which led to the redesign of three business critical applications, which included DealSmart, Inside Line and Edmunds.com
- Led the redesign of an Auto Comparator tool used by third party companies (e.g., Lexus & Toyota), presented the new design to Lexus executives which led to the resigning of a \$750,000 contract
- Contributed to the design team's development of interface guidelines to ensure a consistent user experience

June 2000-August 2004 **Lead User Interface Designer: Xerox Corporation** 

- Responsible for specifying and designing the user interface for DigiPath Web Services, a web site used for submission of online document storage and printing, this included conceptual designs as well as wire frames, mock-ups & prototypes.
- Developed test plans, coordinated, conducted and documented the results of usability tests of DigiPath Web Services, Document Library, Document Scan and MakeReady and Batch Tool
- Supported the integration and coherence of Xerox DigiPath products and applications
- Developed and maintained the UI strategy for all projects
- Worked closely with Graphic Designers and application programmers to ensure the proposed designs were consistent, easy to use and visually pleasing
- Designed a touch station panel for a scanner user interface, this was a quick turnaround project that was completed in 30 days
- Assisted in developing an online nomenclature database to ensure a consistent language existed across all Xerox user interfaces
- Led the development of a strategy for the use of internal (hardware) controls for printers

January 2000-June 2000 **Human Factors Specialist: System Resources Corporation (Titan)** 

- Supported and conducted research and development activities on the effects of increased automation and new technologies on air traffic controllers to better understand situation awareness decision making processes while working in a high stress environment
- Developed questionnaires to assess cognitive decision making processes
- Conducted statistical analyses using SPSS

May 1999-October 1999 **Intern: Metrolink Human Resource & Human Factors Project** 

- Responsible for the redesign of the Ticket Vending Machine user interface in order to reduce the number of user errors. Conducted behavioral observations, developed user questionnaire, and performed usability tests