

**Dec. 2023 –  
Present**

**Senior UX Researcher** | Discount Tire | Arizona

Managed multiple research streams simultaneously, including exploratory studies that guided conceptual design tracks and quick-turn design validation. Guided team members, product analysts, and UX designers in study planning and analysis. Experienced in multiple methods including: diary studies, moderated and unmoderated usability testing, click testing, card sorting, tree testing, competitive analysis, workshops, and empathy mapping.

- Introduced diary studies to gain insights about users' in-store experiences across a wider geographical region than previously captured. The resulting insights provided opportunities to improve the entire customer experience from digital to in-store.
- Innovated parallel usability testing of AB web experiences to provide a deeper look at the success/failure rates of AB testing in collaboration with the web analytics team.

**Nov. 2015 –  
Nov. 2023**

**Senior UX Designer** | Salt River Project | Arizona

Primarily responsible for improving the overall usability of informational content and web forms on the customer website, including ongoing work to maintain an AA WCAG 2.0 Accessibility rating. Guided content modeling sessions. Provided development team technical specifications, which included requirements, annotated wireframes, and service blueprints.

- Saw a 9% increase in customer satisfaction four months after the successful re-architecture of the website. This significant growth in scores was the most observed since tracking began in 2009..
- Enhanced the program application process, leading to a 20% increase in successful submissions and an impressive 74% customer satisfaction rate with the ease of the application process.
- Applied UX design principles to re-architect the "Pay your bill" page post-redesign, effectively reducing customer calls and emails going to the wrong department.
- Developed a new information architecture and page-level templates using analytics and user research for the employee intranet.

**July 2019–  
Nov. 2021**

**Professional Program in UX Design** | GPA 4.0 | U.C. Berkeley Extension

Earned certification by completing seven courses, equaling 222 hours of instruction. Areas of study included: user research, information architecture, visual design principles, diagramming and prototyping, content strategy, user interface design, and web design with HTML 5 and CSS3.

**June 2010 –  
Nov. 2015**

**Digital Content Manager** | Desert Botanical Garden | Arizona

Responsible for managing e-commerce website, social media properties, and e-mail marketing. Website management included: content, functionality upgrades, and search engine optimization.

- Oversaw the launch of three e-commerce sites. Projects include the development of new information architecture and form design.
- Created reports utilizing web and social media analytics to guide strategy and secure grant funding.

**May 2009 –  
June 2010**

**Online Media Manager** | Barclay Communications | Arizona

Researched, developed, and executed integrated public relations campaigns for multiple clients, focusing on digital platforms. Project managed the redesign of the company website. Created tutorials to educate staff about social/online media and how to incorporate it into campaigns.

- Jan. 2008 - May 2009**      **Master of Mass Communication** | Arizona State University | Arizona  
Received an Honorable Mention for Collegiate STD Awareness Month Campaign Contest sponsored by the Centers for Disease Control and Prevention.
- Oct. 2005 - Jan. 2008**      **Program Development Specialist** | Southwest Human Development | Arizona  
Ensured data needed for federal reporting was collected by staff and entered correctly by streamlining processes and creating new reports. This included working with staff to understand and resolve pain points with the process.
- Aug. 2005 - Oct. 2004**      **Legal Assistant** | Sallquist, Drummond & O'Connor | Arizona
- 2004**      **BS Environmental Science** | Northern Arizona University, Flagstaff, Arizona