

**UX professional with 20 years of experience**

**ROLES**

User Researcher  
 User Experience Designer  
 Information Architect  
 Manager  
 Consultant, Strategist

**INDUSTRIES**

Finance  
 Health care  
 Higher education  
 Small business  
 Agency +

**EXPERIENCE**

Ameriprise Financial  
**Senior Manager User Research** 2017- 2020

- Started and led user research practice supporting 18 agile teams working on websites and apps for clients, prospects and financial advisors
- Created all processes and recruited test pools within highly-regulated environment to increase research performed each year by 6000%
- Performed qualitative and quantitative, moderated and unmoderated, in-person and remote research to uncover user needs, opportunities and evaluate solutions
- Managed and trained 2 user researchers

**Senior Manager User Experience** 2014-2017

- Resourcing and team development as part of UX leadership team
- Designed UX for native iOS and Android mobile apps and ameriprise.com
- Managed external UX vendors on revisioning a website and user research

Allina Health  
**Senior Web Designer/Usability Analyst** 2010- 2014

- Performed user testing, information architecture, wireframes, interface design, code, implementation and maintenance strategy, communications and analytics reports for internal and external sites and applications

Self-employed  
**Freelance Graphic Designer** 1999–2007 and 2009–2012

- Designed for print, Web, branding and marketing communications

University of Minnesota, University Relations  
**Senior Graphic Designer** 2008–2009

- Designed for print, Web and more; consulted; managed projects and created logo system and brand resources to standardize decentralized multi-campus system

**Graphic Designer** 2003–2007

Martin Williams Advertising  
**Designer** 1999–2001

- Designed for print, Web, logos, identities and created design standards

**SKILLS**

**User research**

- Discovery and validation research
- Practice establishment and process development, promotion and communications
- Research and team workload management, training
- Individual study consultation, planning and project management
- Research design, facilitation, data analysis and reporting and presenting findings
- Participant recruitment
- Qualitative studies: Top tasks
- Quantitative studies: Moderated usability labs and interviews, unmoderated click tests, card sorts, tree tests and surveys

**UXPA MN presenter** *October 2018*  
*So you decided to start a research practice*

**Additional**

Writing, editing, marketing, communications, documentation

**UX & visual design**

- Problem discovery and definition, requirements
- Solution design: design, buy-in of multiple stakeholders, strategy and launch plan including goals/metrics and maintenance plan
- Flows, wireframes and mockups
- Information architecture
- Interactive design, HTML/CSS
- User acceptance testing
- Design system and pattern library development & documentation for complex organizations
- Internal search design, search term optimization and maintenance
- Content management strategy and metadata development

**Interests**

Travel, health, active lifestyle, personal finance

**SOFTWARE**

Adobe Creative Suite, Sketch, InVision  
 Collaboration: Confluence, Jira, Slack  
 Content management systems:  
 SharePoint, Oracle Site Studio  
 Designer and Ektron  
 Feedback mechanisms: OpinionLab,  
 Foresee  
 Google Analytics, Adobe Analytics  
 Microsoft Office  
 Research: Optimal Workshop,  
 Qualtrics (surveys), WebEx, Teams  
 Search term management: Coveo  
 Siteimprove  
 Training videos: Adobe Captivate  
*Will learn whatever software is needed*

**EDUCATION**

Human Factors International  
**Certified Usability Analyst**  
 License 2013-4573  
  
**ITIL**  
 Foundation Certificate in IT Service  
 Management  
  
**University of Minnesota**  
 Minneapolis, MN  
 Master of Business Administration  
  
**American University**  
 Washington, DC  
 BA with honors in graphic design,  
 minor in Spanish