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| **ONLINE PORTFOLIO**[UX Process Deck](https://docs.google.com/presentation/d/1_2Jp9GYCJL-DL5pcQppFzz2Q55CNr0zi9c4rIq_mb7I/edit?usp=sharing)[UX Portfolio Website](https://www.humansontherungallery.com/uxdesign-worksamples)ADA - [Accessibility Analyst](https://www.humansontherungallery.com/accessibility)[Axure Wireframes](https://cncfz5.axshare.com)[Axure - Mobile Design](https://yqzwxk.axshare.com/#g=1)[Sketch - Mobile Design](https://www.humansontherungallery.com/uxdesign-worksamples?lightbox=dataItem-jdywjwhn)[InVision - UX Presentation](https://invis.io/5ECDI3QWB)[InVision - Software Redesign](https://invis.io/HZP78V046PB)[UX Graphic Design - PDF](https://docs.wixstatic.com/ugd/ad2c88_af9cd2910c3f43eeb25d5fa089cc57fa.pdf)**PROJECT ROLES**UX DirectorUX StrategySr. UX ResearcherAccessibility AnalystUX ArchitectUX DesignerUX Copywriter**TOOLS / METHODOLOGY**ADA Compliance: JAWS, NVDA, Adobe Creative Suite, MS Office Suite, Axure, Micro Frontend, Sketch, Visio, InVision, Lean UX, Design Thinking and IDEO Workshops**UX RESEARCH**Usability Testing, Heuristic Evaluations, Field Studies, Personas, User Stories, User Flows, Customer Journey Maps, Lean 360 Matrix, Social Media Integration, Big Data/UX Collaboration, Transdisciplinary Innovation, and ADA Compliance: WCAG 2.0 and Fed 508 Guidelines, PowerMapper**INDUSTRIES**Retail, Big Pharma, Energy,Financial, Healthcare, Telecoms**EDUCATION**University of MNMinneapolis College of Art & Design  | **xshapes@gmail.com** **| 612.403.4756 |** [**LinkedIn Profile**](https://www.linkedin.com/in/uxstrategy/)**CANDIDATE SUMMARY**Over the last 12 years, I have elevated my position from a UX Designer to a UX Director/Project Manager. During that time, I have rebuilt teams from the ground up, mentored new team members, provided ADA consulting and led a wide variety of UX projects for world class companies such as Microsoft, Target, Wells Fargo, Verizon Wireless, Merck and UnitedHealth. Whether managing UX projects or leading UX Workshop sessions, I strive to ensure that our outcomes provide useful, usable, accessible, and desirable solutions aligned with measurable business goals. When an effective, holistic methodology is guiding your projects, your organization can be confident that your business objectives, marketing objectives, and customer experience goals will all be achieved. If you want to securely position your company in the vanguard of positive change, progressive research methodology, and reliable ROI, you've come to the right place.**PROFESSIONAL EXPERTISE HIGHLIGHTS** * TRANE TECHNOLOGIES: Software solutions for Energy Resource Management, Developed ADA resources (2020) – Roles: UX Architecture, Micro Frontend Design, Research, ADA Consulting and Usability Testing
* TAYLOR CORPORATION: Software redesign for a Customer Call Center, ADA Consulting (2018) – Roles: UX Architect, UX Research, UX PM
* VERIZON WIRELESS: ADA compliance, using JAWS, NVDA, A11y testing on iOS & Android, A11y Comparative Study of Telecoms (2017) Roles: Accessibility Analyst, ADA Compliance Research
* BEST BUY: Evolving the BBY Pattern Library development (2016) – Roles: UX Design Lead, UX Product Management and ADA Consulting
* MERCK: UX Strategy and Design for Big Pharma global initiatives, Usability Testing of software used by Merck Scientists (2013) – Roles: UX Research, Strategy and UX Design
* 3M: Taxonomy and UX Design Research for the 3M global redesign (2011) – Role: UX Director
* MICROSOFT: Sales Portal redesign (2009) - UX Research
* TARGET: Usability Lab studies of the Target Corporate website content (2006) - UX Research

**DEMONSTRATED SKILLS AND ACCOUNTABILITIES*** ADA Resource coordinator at Trane Technologies
* As the UX Director at Gage Marketing in Minneapolis, I took over an imploding UX Team, hired key team members and expanded the team into 4 full time employees and 4 contractors.
* Led and co-led usability testing on numerous projects such as the Target Corporate Usability Testing Lab and Merck UX Testing Lab sessions

**INNOVATION*** Lean 360 Matrix – Combining Customer Journey Mapping & Service Design
* Accessibility Pattern Library proposal - Verizon Wireless
* Accessible Carousels Solutions for People with Disabilities - Verizon
* Open Source Government modeling
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**CHRONOLOGICAL EXPERIENCE**

**UX** **Strategy,** **Research & Design**
Trane - Minneapolis, MN JAN 2019 – MAY 2020

UX Architecture, Research, Design and Strategy, supporting Trane's sustainable, energy management solutions

**Notable Projects:** TIS Global Support Solutions, ADA Resources and Consulting, Gridflex - Energy management software: between Utilities, Facilities and Renewables, Digital Maintenance Solutions: remote RTU monitoring and maintenance systems.

**ADA, UX Design, Managing, Research, Testing and Strategy**
@ Humans on the Run / IdeaShare Paradigm, LLC, Minneapolis, MN MARCH 2013 – JAN 2019

Supervised and led research and design for a range of projects from corporate work to Startups, covering Web, Mobile, UX Research, Google Analytics, Usability Testing, Accessibility Support and Pro Bono initiatives.

**Notable Projects:** CoLab Design Cooperative – UX Research and Design, Brand Audit, Video Bio and UX Consulting; Social Services Portal development, promoting social service solutions, and a Start Up project: Video Accessibility Innovation with Closed Captions functionality improvements.

**Deliverables**: Brand Audit and Stakeholder Interviews - MS Excel, UX Consulting reports - MS Word, Mood Boards - Photoshop, Personas - MS Word & Excel, Pilot studies - MS Word & Excel, User Interviews - Audio recordings, MS Word & Excel, Wireframes, User Flows - MS Visio, Presentations - PowerPoint, Mobile UI Designs - Sketch & Axure, Holistic UX Experience reports - MS Excel, Startup strategy proposals - MS Word & PowerPoint, and Project Roadmaps - MS Excel and PowerPoint

**Sr. UX Architect**

@ Taylor Digital – Minneapolis, MN APRIL 2018 – NOV 2018

This UX Research, Architecture and Design role is focused on an internal software redesign initiative. The initial Discovery work included Stakeholder Interviews, User Interviews, Field Studies, Personas, Requirements gathering, and conceptual prototypes.

**Deliverables:** Discovery Research, Personas, Requirements, User Flows, and Wireframes - using MS Excel, PowerPoint, UX Pin, Sketch.

**Sr. UX Consultant**

@ IMC-NJ (Remote) – Holmdel, NJ JAN 2018

Assisted IMC in the creation of Customer Journey Maps for their client, T Rowe Price, and developed a workaround that saved time by creating a Customer Experience Matrix to help us validate our persona assumptions and confirm a baseline understanding of the integrated systems. This research also revealed where the intersections of Adobe Analytics, existing KPIs and other predictive data points come together, providing a way to potentially calculate the associated revenue percentage for each persona type.

**Deliverables:** Client educational presentations - PowerPoint, Customer flows - Omnigraffle, TRP user flows - Omnigraffle, Customer Experience Matrix (a customized solution for an abbreviated CJM), and Project planning estimates in MS Excel.

**Project Manager** (Volunteer/Pro Bono work)
@ A LIST APART (Remote) OCT 2017 – JAN 2020

Managed internal projects for this web design resources company: SEO Audit, Articles Organization, Accessibility, etc.
**Deliverables:** Planning sessions - Leading Uberconferences, Summary reports - Google Docs, Strategy Advocacy - Basecamp, and customized assumption requirements documentation - MS Excel.

**Project Manager II & Accessibility Analyst**@ Verizon Wireless.com - Piscataway, NJ JAN 2017 – JUNE 2017

Our initiatives support Verizon’s compliance, testing and research to provide the best accessibility features and functions for people with disabilities. Other projects included working with Opinion Lab data to learn more about our customers’ experience.
**Notable Projects**: A Benchmarking Report on Telecom Accessibility Support and a community outreach Initiative for expanding Accessibility Educational Opportunities for disenfranchised youth
**Deliverables:** A11y Analysis Reports, JAWS, NVDA, iOS and Android, - MS Excel, Benchmarking reports - PowerPoint, Content Editing - Internal CMS, Copywriting - MS Word, User Interviews - MS Word, Intranet Comments Editing - Internal CMS, A11y Pattern Library proposal - PowerPoint, and Community Development proposals - PowerPoint

**Pattern Library Project Research Lead & UX Designer**
@Best Buy - Minneapolis, MN APRIL 2016 - SEPT 2016UX Design, Strategy, Content Writing, and Engineering Liaison for the evolution of the Best Buy Corporate Pattern Library.

**Notable Projects:** Taking on the UX Research Lead role, I provided a strategic approach for creating, organizing and developing content to assist in expanding the Best Buy Pattern Library. Using Confluence and JIRA as our primary collaboration environments, I managed the work across the disciplines of Design, Engineering, Consulting with the BBY Accessibility SME to identify A11y challenges and solutions, Validating theKey Business Requirements (KBRs)&Key Performance Indicators (KPIs**),** Copywriting, UX Architecture, UX Research and Hybrid Business Analysis.

**Deliverables:** Project Management - MS Word, Excel, Pattern Editing and creation - Atlassian Confluence, Governance planning - MS Word and Confluence, Leading Meetings - Confluence, Pattern Library evangelizing - PowerPoint, Team communication - Outlook and Confluence, Pattern Library content development - Confluence, Mobile responsive design - Pattern Library and Photoshop, presentations - PowerPoint, and User Interface Prototypes - Adobe Illustrator and Photoshop

**UX Strategist & UX Research**
@Merck - Rahway, NJ JUNE 2011 – MARCH 2013

Throughout my engagement at Merck I worked primarily on global initiatives for improving Merck’s internal products and services.

**Notable Projects:** Global Careers website redesign / SharePoint Knowledge Base UX Architecture & IA / Global help desk Big Data & UX Transaction and Ticket Analysis / Intranet Customer Journey Mapping and Site Search Analytics / Merck HR end-to-end process study / Usability Testing of Merck Labs pharmaceutical software
**Deliverables:** UX Research Initiatives - proposals, plans, wireframes, usability testing, taxonomy session reports/recommendations, reporting, surveys, presentations, holistic heuristic evaluations, and summary reports - MS Excel, Word, PowerPoint, PDF, Visio, Adobe Premiere, Survey Monkey, and Omnigraffle.

**UX Director/Manager**
@Gage - Minneapolis, MN FT FEB 2010 – JUNE 2011

After a UX Team decided to leave the company, I successfully planned, implemented, grew and managed a new UX team at Gage, expanding into four FT employees and three Contractors. We worked on typical UX projects, including User Research, Accessibility Governance, Usability Testing, UX Architecture, RFPs, Web Analytics Consulting with 3M SMEs, and Taxonomy analysis.

**Notable Projects:** Collaborated with other UX Teams to redesign 3M.com’s global presence online / Design Collaboration on 3M and UHG mobile initiatives – iOS, Android / Microsoft internal sales portal redesign and usability testing
**Deliverables:** Planning - Excel and Word, UX Research Initiatives - RFPs, proposals, plans, wireframes, usability testing, personas, taxonomy session planning, conducting, reports/recommendations, Forrester Reports analysis, UX Task Analysis, mobile design, presentations, holistic heuristic evaluations, UX Evangelizing, and Stakeholder Summary Reports - MS Excel, Word, Axure/Axshare, Photoshop, PowerPoint, Acrobat Visio, Adobe Premiere, and Omnigraffle.

**(Between Contract and Full Time)** JAN 2010

**Sr. UX Designer and IA**

@Sapient - Minneapolis, MN NOV 2009 – DEC 2009

Telecommunications redesign project for ADC. User Experience Research and Information Architecture
**Notable Projects:** User experience research and design / Business value mapping / SME contextual interviews / Enterprise Heuristic Evaluations
**Deliverables:** Heuristic Evaluations, Stakeholder Interviews and Reports, UX Architecture, Wireframes - Visio, MS Word, Excel, and Acrobat

**Sr. UX Designer and IA**

@Gage - Minneapolis, MN OCT 2009 – NOV 2009

Freelance projects for Gage: Information Architecture, UX/UI Designer and User Experience Research
**Notable Projects:** UX design research, UX Solutions for high profile clients: Microsoft, Thomson Reuters & 3M

**Deliverables:** UX Architecture, User Interviews, UI Design and Wireframes, UX Reports - Visio, MS Word

**(Between Contracts)** SEPT 2009

**Sr. UX Designer and IA**

@ R.C.I.S. - WELLS FARGO - Anoka, MN JAN 2009 – AUG 2009

User Experience Research and Information Architecture
**Notable Projects:** UX Research and Design for CIMax software / UX Lead for the RCIS Pattern Library initiative
**Deliverables:** UX Architecture, User Interviews, Pattern Library proposals, Software UI Design, Wireframes, UX Reports, Workshops, Project Estimating, and Agile Cycles - Visio, MS Word, Excel, Outlook, and PowerPoint

**(Between Contracts)** OCT 2009 - DEC 2009

**Sr. UX Designer and IA**

@ Internet Broadcasting - St. Paul, MN MARCH 2008 - SEP 2008

Consulting and supporting the implementation of UX Best Practices covering
**Notable Projects:** UX Roadmap for Best Practices / User Research - iPhone Apps / Persona and Scenario Design development
**Deliverables:** UX Mentoring, UX Architecture, Strategy, Mentoring, Stakeholder Interviews, Personas, User Interviews, UI Design and Wireframes, UX Reports - Visio, MS Word, Excel, Illustrator, Photoshop and Omnigraffle

**Sr. UX Designer and IA**

@Target - Minneapolis, MN JUNE 2007 - MARCH 2008

Working for the Target Information Architecture Team: co-writing the Target IA Team, Best Practices Guide; UX Research; UX consultancy; Pattern Library Design and Development; UX Consultant for Target Commercial Interiors.
**Notable Projects:** Content Writing and Research for the IA Best Practices Guide / Promoted enterprise awareness and confidence in User Experience design methodology / Co-led UX design research and strategy for the Target Commercial Interiors project, enhancing the potential growth expected to yield $500M to $1B
**Deliverables:** UX Consulting, UX Guidelines development, Pattern Library, Target Commercial Interiors TCI Stakeholder interviews, TCI UX analysis, Wireframes, User Flows, IxD Framework, presentations - Atlassian Confluence, Visio, MS Word, Mindmapper, PowerPoint, Photoshop and Illustrator

**(Between Contracts)** MAY 2007

**UX Designer**

@ Mayo Clinic - Rochester, MN JAN 2007 – APRIL 2007
Working in various Sr. UX Design projects
**Notable Projects:** Mayo Clinic micro websites design and consulting / Information Architecture / Flash video projects / Consulting on Digital Assets Library / promoting Mayo Clinic brand awareness
**Deliverables:** Flash video content creation, Web Design, Strategy Sessions, Digital Assets research, and Wireframes - Visio, Flash, Dreamweaver, Photoshop and MS Word

**(Between Contracts)** OCT 2006 - DEC 2006

**UX R&D with Target Strategic Alliance Consulting**

@Target - Minneapolis, MN JUNE 2005 – SEPT 2006

Working for Target Technology Services, Business Intelligence department
**Notable Projects:** Usability Lab Testing for Target Corporate information, Intranet Site Search Analytics, R&D – supporting the implementation of Target Accessibility Standards (post litigation), UX Designer on the Target Commercial Interiors redesign project, Target ANSRS project – conversion of a paper-based stores auditing system to a digital process

**Deliverables:** Software UI design, offshore collaboration, Target Search Analysis, R&D sessions, Enterprise Accessibility Analysis, A11y Mentoring, Target Usability Lab Testing and Intranet Search Studies - U Lab Equipment, MS Word, Photoshop, Dreamweaver, PowerPoint, WCAG and Fed 508 Guidelines, Outlook, Excel and Nielsen Norman Reports

**Community**

**Contributions**

Montreal City Mission, The Prem Rawat Foundation, Red Cross, Out Front - Minnesota, Amnesty International, United Nations (Darfur), Riverside People's Clinic, Common Ground Meditation Center, Doctors Without Borders, Colorado Organization for Victim Assistance, and the New York Coalition for the Homeless.

**Pro Bono/Volunteer Work**

(Global, remote) The Prem Rawat Foundation - Writer and CMS Support 2018

(Global, remote) A List Apart - Project Manager, 2017- 2018

Middle School Science Fair judging, as a representative of Trane