

EXPERIENCE

Highland Ag Solutions

Sr. UX Researcher
Sept 2022 - Present

- Established mixed method research methodologies for enterprise applications, including ethnographic studies, data analytics, interviews, usability testing, personas, and surveys.
- Led all research, design and deployment for the [Compliance Tracker](#), a dashboard simplifying compliance and regulatory management.
Impacts:
 - **75%** Reduction time in on-site, in-person audits
 - **87%** Clients see a decrease in non-compliance issues
 - **15pt** Increase in average user audit scores
- Apply generative research methodologies to investigate products, involving a diverse range of participants. Effectively communicated key findings and insights to stakeholders, contributing to the development of a more strategic understanding.
- Analyzed user behavior in Highland Hub, confirming the need for a self-service knowledge base. Launched the Knowledge Hub, a tailored directory for product solutions, relieving the Account Management team's workload and empowering global users for independent issue resolution.
- Collaborate with Product and Account Management teams to uncover user needs. Leveraging research and best practices to formulate solutions, define IA, design strategies, prototype, test and iterate across the entire product portfolio: Compliance Tracker, Crop IQ, Food Safety, and [MarketWatch](#).

Sr. UX Architect
Nov 2021 - Sept 2022

- Implemented UX methodologies company-wide at Highland, boosting internal support and user satisfaction, resulting in the development of more effective, consistent, and user-friendly digital products.
- Provided a deep understanding of the target market and developing proof-of-concept (POC) and minimum viable product (MVP) tools.
- Orchestrated successful product enhancements by leveraging prototypes, user testing, design systems, and collaborative efforts to elevate the user experience in alignment with business objectives and technical constraints.

UX Architect
(Contract)
June 2021 - Nov 2021

- Spearheaded a comprehensive product redesign for CropIQ, conducting user research to identify and prioritize key updates. Led all aspects of the research to seamlessly integrate new features, ensuring alignment with evolving user needs.

Ashley Furniture
UX Architect
Oct 2020 - Nov 2021

- Addressed challenges and devised solutions for the checkout flow, Finance department, and internal SWAT team for [Ashleyfurniture.com](#).
- Collaborated with cross-functional teams, including customer service, operations, product managers, marketing, finance, business analysts, and developers.
- Ensured a cohesive look and feel across various Ashley pages, including checkout flow, online return flow, home page, FAQ page, and category landing pages.

EXPERIENCE

KMc Design Studio

UX Research & Design
Jan 2019 - Oct 2020

- Owned end-to-end design process, managing ideation to high-fidelity designs, incorporating user research, journey maps, personas, storyboarding, site maps, information architecture, and wireframes.

- Expedited iteration through rapid prototyping and usability tests.

APG Office Furnishings

CX Manager
Aug 2018 - Oct 2019

- Partnered with Herman Miller's Digital Innovation team to create a [proof of concept](#) for an immersive digital showroom experience, employing thorough user research and developing wireframes, sitemaps, user flows, and customer journey maps.

- Utilized customer feedback identifying areas to optimize touchpoints and enhance the overall customer journey in the dealer showroom, and on the APG website.

- Established best practices, user guides, diagrams, journey maps, and workflows to enhance the overall customer experience (CX) program.

Account Manager
Apr 2017 - Aug 2018

- Teamed up with the interior design team to implement a human-centered design approach tailored to meet clients' needs in the Built Environment.

- Gathered thorough research insights through ethnographic observations, interviews, and attending client focus groups, ensuring design solutions aligned with their requirements.

Abshers Professional Painting

Design & Marketing
Jan 2016 - Sept 2016

- Synthesized research insights to design wireframes, user flows, and visually appealing web content for the [new company website](#). Covering tasks like information architecture, sitemaps, user research, photography, copywriting, and SEO implementation.

- Led comprehensive market research through surveys, questionnaires, on-site visits, and interviews to collect valuable data for tracking insights and facilitating continuous improvement in decision-making processes.

EDUCATION

M.F.A. Interior Design

Savannah College of Art & Design

B.A. Communications

University of Louisville

A.A.S. Interior Design

St. Louis Community College

SOFTWARE

Research

Google Surveys

Survey Sparrow

Crazy Egg

Google Analytics

Enjoy HQ

Microsoft 365

Design

Axure RP

Figma

Adobe Creative Suite

RESEARCH METHODS

Interviewing

Contextual Inquiry

Analysis

Usability Testing w/Prototypes

Rapid Prototype Design

Competitive Analysis

Data Analytics

MoSCoW/Feature Prioritization

Qualitative Feedback Surveys

Persona Creation

Process/Journey Mapping

Affinity Mapping

Pattern Recognition