

## WORK EXPERIENCE

### Senior User Experience Designer and Researcher

2017 – present

*U.S. Holocaust Memorial Museum (USHMM) | Washington, DC | Full Time | Staff*

- Serving as user experience lead on over 15 digital projects and 2 museum exhibitions.
- Conducting quantitative and qualitative discovery and user experience research virtually and in person, through interviews, participatory workshops, heuristic evaluations, usability testing, surveys, and more.
- Creating wireframes, prototypes, low to high fidelity designs, and documentation for developers.
- Communicating research insights and recommendations through presentations, visual artifacts, best practice quick guides, meeting facilitation, and a knowledge management database.
- Recruiting and scheduling research participants.
- Collaborating with staff, contractors, and stakeholders to align user needs with practical requirements.
- **Highlights:**
  - *Ukrainian Website for Students and Professors:* Leading discovery research in Ukraine and online, including workshops with 20 professors, 2 surveys, 10 interviews, and 2 focus groups.
  - *Burma's Path to Genocide Exhibition:* Conducting baseline research and prototyping to increase audio guide use. Observing over 2,000 visitor groups at exhibition entrance, recording time spent by over 150 visitors, interviewing over 30 visitors, and iteratively testing over 20 prototypes.
  - *Early Warning Project Website:* Conducting user interviews and design surveys with over 75 government and NGO staff and collaborating with Product Owner to define solutions.

### User Experience Researcher

February 2023 – present

*Sitara Systems | Freelance*

- Conducting virtual usability tests of 15 kiosks at science and natural history museums.
- Recruiting participants for usability tests based on priority audience groups.
- Writing findings reports to communicate results to clients and design team.

### Design Consultant

2001 – 2017

*Independent | Washington, DC*

- Consulting for nonprofits, publishers, government, and digital agencies, including user interface design, user research, information architecture, and front-end web development.
  - RP3 Agency, 2016 – 2017
  - Agency Q, 2015 – 2016
  - American Psychological Assoc., 2013 – 2015
  - US International Broadcasting, 2007 – 2013
  - Bloomberg/BNA, 2008 – 2012
  - SAGE Publications/CQ Press, 2001 – 2015

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## VOLUNTEER

### Director

2014 – present

*Lemur Conservation Network (LCN) | Washington, DC | Part Time | Volunteer*

- Growing a network of community-based conservation organizations in Madagascar.
- Creating 4 surveys to discover barriers and benefits to engagement and identify ways to improve website.
- Co-creating a card game about lemurs, and distributing it to over 40 schools and community organizations across Madagascar as well as 25 zoos in the USA.
- Holding virtual design workshops with staff and volunteers, facilitating webinars for Malagasy professionals, presenting to zoos, and creating virtual events for the World Lemur Festival.

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## TOOLS & METHODS

- **Methods:** Human-centered Design, Iterative Prototyping, Design Thinking Workshops, Surveys, Stakeholder and User Interviews, Usability Testing, Ethnographic Observation, Wireframes, Card Sorting
- **Research Tools:** UserInterviews.com, Miro, SurveyMonkey, Usability Hub/Lyssna, Nvivo, Hotjar, Lookback
- **Design Tools:** Figma, Sketch, Adobe Creative Suite, HTML, CSS
- **Project Management:** Agile, Slack, Trello, AirTable, Jira, BaseCamp, Google Suite, MS Office, Zoom

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## PUBLICATIONS

- [Perceptions of Lemur Conservation Among Malagasy and Non-Malagasy](#), *Primate Conservation* 2023
- [Literature Review on Education in Madagascar](#), *University of Mauritius Research Journal* 2014

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## EDUCATION

### **M.A. Conservation Biology, Miami University** 2022

- Field courses in Mexico, Paraguay, and Guyana
- Facilitating a participatory workshop on eco-leadership in Paraguay
- Surveying Malagasy and non-Malagasy to study the variation in perceptions of lemur conservation
- Interviewing conservation leaders and community members in Ranomafana, Madagascar
- Evaluating effectiveness of annual wildlife days

### **M.A. Non-Profit Arts Management, George Mason University** 2008

### **B.A. Graphic Communications, Pennsylvania State University** 1997

#### **Certificates and Training**

- Qualitative Methods; Monitoring and Evaluation, The Evaluators Institute 2023-2024
- User Experience Master Certificate, Nielsen Norman Group 2016-2022
- Behavior Change for Sustainability Certificate, University of California San Diego 2020
- Project Management for Wildlife Conservation Certificate, WildTeam 2020