

WORK EXPERIENCE

Senior User Experience Designer and Researcher

February 2017 – present

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

- Serving as user experience lead on over 30 projects for 10 websites and 4 physical exhibitions.
- Designing wireframes, prototypes, and low to high fidelity digital designs in Figma.
- Conducting quantitative and qualitative discovery and user experience research virtually and in person, including interviews, participatory workshops, heuristic evaluations, usability testing, surveys, and more.
- Recruiting and scheduling thousands of research participants with UserInterviews.com and Lyssna.
- Communicating research insights and recommendations through presentations, visual artifacts, meeting facilitation, and a knowledge management database.
- Collaborating with staff, contractors, and stakeholders to align user needs with practical requirements.
- **Highlights:**
 - *Holocaust Survivors and Victims Names Database*: Redesigned complex online research tool. Conducted user research with genealogists, scholars, and family historians to define improvements.
 - *Burma's Path to Genocide Exhibition*: Increased audio guide use by 200% through research and prototyping. Observed 2,000+ groups, interviewed 30+ visitors, and iteratively tested 20+ prototypes.
 - *Lesson Plan Optimization*: Conducted interviews and surveys with 200+ teachers to identify ways to modify the museum's lessons to better suit those with limited experience teaching the Holocaust.

User Experience Researcher

February 2023 – July 2024

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.
- Mentoring staff designers to improve confidence and ability to conduct research independently.

Design Consultant

January 20201 – February 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

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

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
-

VOLUNTEERING

Director

October 2014 – present

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

- Growing a network of community-based conservation organizations in Madagascar.
 - Designing, building, and maintaining a WordPress website to showcase lemur conservation work and learning resources.
 - 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 50 schools and community organizations across Madagascar as well as 50 zoos in the USA.
 - Holding virtual design workshops with staff and volunteers, facilitating webinars for professionals in Madagascar, presenting to zoos, and creating virtual events for the World Lemur Festival.
-

EDUCATION

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

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. Advertising and Integrative Arts, Pennsylvania State University

1997