

Alesha Arp

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SUMMARY: Senior UX Researcher and Design Strategist accomplished at solving business and programmatic problems. Applies user experience research, design strategy and iterative design to improve products, processes, services and spaces. Listens to what is spoken and looks for what is unspoken to build consensus among stakeholders and project teams. Engaging communicator, facilitator, and presenter. Turns challenges into competitive advantages.

Has improved the user experience design of:

- Digital interfaces and functionality for web, mobile, voice and cloud apps and robust software platforms
- Physical products and physical spaces including functional program validation, and utilization
- Information architecture, content strategy and governance, branding and customer experiences
- Business processes, cross-functional workflows, enterprise & leadership initiatives, service delivery

PROFESSIONAL EXPERIENCE:

MIND Research Institute

October 2017 - Present

Senior User Experience Researcher, Customer Experience Strategist

- Plan, design, execute, and analyze nationwide UX research and usability studies for ST Math® platform and emerging products to help elevate the user experience for millions of students and their educators
- Research user challenges, successes and goals to develop usage maturity matrix used by cross-functional teams to redesign product and service delivery, and plan future product roadmap
- Utilize usage maturity matrix to prioritize development scope and sequence of features and functionality and to triage issues found in product acceptance testing, beta testing, and early adopter product launch
- Collaborate with data-science team to redefine metrics for program implementation and success
- Conduct customer experience (CX) strategy gap analysis to identify "as is" and define "to be" state
- Focus experience design efforts on priority customer experience targets and fit within product ecosystem
- Design and execute rapid prototype testing in conjunction with iterative design cycles within time and resource constraints
- Establish coherence between student and educator product experiences to maximize efficacy
- Explore new product concepts with R&D teams and divisional VPs and directors
- Co-orchestrate beta launch and early-adopter programs
- Revise information architecture to align to customer usage hierarchy and develop content strategy for knowledge management systems across the enterprise

MIND Research Institute is a neuroscience and education social benefit organization, dedicated to ensuring that all students are mathematically equipped to solve the world's most challenging problems. UX research and design included educational technology games and software platform, physical products and support and training services.

Taylor Design

August 2016 – October 2017

Senior User Experience Researcher, Design Strategist

- Planned and lead user experience research and developed design strategies for various design projects and improved cross-channel service delivery
- Tailored strategic design and UX research projects to fit within project constraints, timelines, and budgets
- Executed space utilization studies, identified inefficiencies resulting in significant cost savings
- Conducted ethnographic research focused on improving provider, patient and family member experiences to facilitate improved patient outcomes
- Conducted in-depth interviews, observations, job-shadowing, and workshops focused on staff efficiency, comfort, collaboration and retention

Taylor Design is an architectural and interior design firm specializing in medical, science, and higher education design

DealerSocket

February 2015 – April 2016

UX Researcher, Analyst

- Planned and conducted contextual UX research throughout the US and Canada. Developed usability test plans and timelines, defined test goals, and created test scripts and participant materials
- Designed software systems and apps including a robust CRM system, various scheduling tools, an equity mining solution, sales & management reporting, system administrative functions, inventory management systems, and client facing websites
- Conducted moderated and unmoderated usability studies and heuristic evaluation, aligned to product, design, and agile development timelines. Helped prioritize features and stack-rank product backlog items
- Mapped current state workflows and processes and designed streamlined future state workflows and processes to increase user efficiency. Employed Google Analytics and statistical analysis
- Redefined the information architecture based on UX research findings and analysis
- Worked with cross-functional teams, including executive stakeholders, to craft compromises which maintained design integrity when technical and resource restrictions limited development feasibility

DealerSocket is a leading software provider to the automotive sales industry.

Global Conductor

January 2011 – January 2015

User Experience Analyst / Designer

Conducted user research, identified user needs, developed user profiles, defined workflows and streamlined processes for to align service delivery to business goals

Designed and facilitated cross-functional team workshops to build consensus on the brand strategy and aligned corporate website design to user needs and business goals.

Created wireframes and defined information architecture and content strategy for site re-launch. Designed visual elements to replace text-heavy outdated content.

Global Conductor is a management consulting firm focused on enterprise software implementations and change management

EDUCATION:

MS Information Architecture and Knowledge Management - User Experience Design, Kent State University

TOOLS:

Adobe Photoshop, Illustrator, InDesign
Visio, Tableau | HTML, CSS
MS Office Suite, Google Apps

Sketch, Axure, Balsamiq, Marvel, Principle
Slack, Teams, Zoom, WebEx, Go to Meeting
Optimal Workshop Suite

Confluence, Jira | Zendesk, Mouseflow
Mural, Trello, MS Project, Airtable, Hootsuite
Quicktime, Movie Maker, Soapbox,

METHODS:

Interviews and Observations
Qualitative and Quantitative Analysis
Customer Experience Analysis
Information Architecture
Design Thinking, Strategic Design
Iterative Prototyping

Moderated & Unmoderated Usability Studies
Heuristic Evaluation, Analytics Analysis
Workshop Design & Facilitation
Knowledge Managements Systems Design
Usage Maturity Matrices, Personas
Wireframing, Concepting, Sketching

Ethnographic & Contextual Research
Journey & Workflow Mapping
Actionable Survey Execution, Diary Studies
Content Strategy and Governance
Requirements / Product Acceptance Testing
Feature & Function Planning & Prioritization