

Experience

VLK Architects | Fort Worth, TX | Onsite
UI/UX Designer

Jan '24 - Sep '24

- Collaborated with Chief Experience Officer and HR Manager to launch Voice of Employee efforts.
- Implemented QualtricsXM as primary survey platform.
- Translated larger company goals into actionable, Epic-level initiatives relevant to the Practice Technology team in alignment with SAFe Agile Framework.
- Identified internal employee pain points through planning and executing research interviews.
- Summarized qualitative research data to craft internal Personas that highlighted opportunities for improving the employee experience.

JPMorgan & Chase | Plano, TX | Hybrd/Remote
Contract, Client Experience Analyst

Apr '23 - Dec '23

- Reviewed commercial client correspondence and documented actionable feedback.
- Assisted in creating training materials for Client Experience callback procedures.
- Translated Commercial Consumer Insights to improve B2B customer experience.
- Utilized QualtricsXM to assist the Voice of Customer program.

First Command Financial Services | Fort Worth, TX | Hybrd
Client & User Experience Researcher

Apr '21 - Apr '23

- Developed and implemented organization-wide survey standards, serving as primary QualtricsXM expert.
- Played instrumental part in establishing Voice of Customer (VOC) program.
- Organized and launched the first large-scale client-facing survey (over 250,000 recipients), advancing the Voice of Customer(VOC) program.
- Managed the company's Research Council efforts and advocated for client/user-first approach.
- Conducted market and competitor research efforts to inform VOC and Research Council efforts.

Education and Certifications

QualtricsXM
Platform Essentials

2022

Texas Tech University
MA in Technical Communication & Rhetoric, Focus: User Experience

2018-2020

Texas Tech University
BA in Technical Communication & Rhetoric

2015-2018

Skills and Software

Team Leadership
Project Management
Agile Methodologies
Strategic Planning
Workshop Facilitation

Wireframing/Prototyping
Personas
Journey Mapping
Usability Testing
Research Synthesis
SQL

QualtricsXM
Figma
Adobe Creative Cloud
UserTesting
JourneyTrack
Azure DevOps