STACY C. DESMOND
UX ANALYST / WEB DEVELOPER

Promoting user-centric development practices and web design through user research, information architecture, and user testing. Actually talks to people – to your users or as a team facilitator. Experience in various development environments and medium to small companies. Highly motivated and self-directed.

stacy@saveda.com
(541) 241-8932

OBJECTIVE

Seeking a position with an organization or agency in User Experience, Information Architecture, or WordPress Web Development; either as an independent contractor or employee.

RELATED WORK EXPERIENCE

SAVEDA WEB STRATEGIES   **JUNE 2002 – PRESENT**
saveda.com   Bend & Portland, OR

SOLE PROPRIETOR

Designed and developed websites for small to medium business from start to finish, while advising clients on marketing strategy, SEO, content, and user experience. Specializing in redesigning existing websites and improving business performance through an online presence and strategies. Produced estimates, onboarding processes, contracts, and invoices for clients while managing project scope, tasks, deadlines and delivery in a timely manner within budget.

USER EXPERIENCE

- User research, interviews, profiles, and user personas
- Wireframes to low fidelity prototypes (Lucidchart, Mockflow, InVision, Balsamic, Visio, PowerPoint)
- Site maps, information architecture, navigation organization and verbiage, and leading group activities to determine
- Workflows, activity diagrams, task flows
- A/B split testing and conversion analysis using Google Analytics or KISSmetrics
- User testing via polls, 5 second tests, heatmaps, click maps, conversion tracking, user interviews, remote user testing
- Requirements documentation

WEB DEVELOPMENT

- Host, domain, and email setup
- Site design, layout, and structure via PhotoShop, Illustrator, and wireframing tools
- HTML and CSS with some PHP coding, including responsive design and mobile implementations
- Customizing WordPress themes (Genesis, Headway, UpFront, and miscellaneous)
- SEO using keyword research, on-page optimization, performance testing, competitive analysis
- eCommerce integrations using WooCommerce, GravityForms, PayPal
- Ongoing maintenance

Sample Clients: Cairn, The Pulse Group, MadFish Digital, Meissner Nordic non-profit, Oregon Community Foundation, Timberline Mountain Guides, and various local clients.

Work Portfolio: http://saveda.com/portfolio

CMD AGENCY   **JUNE 2010 – NOV 2010**

Portland, OR

UX ANALYST   Responsible for redesigning the site architecture for their client, Windows Embedded, to create a solution that better addressed their user groups in order to make content more discoverable for those audiences and access the content as quickly as possible. Provided UX solutions for site search interface, organization of interactive materials, and delivering user-specific content.

Deliverables: business requirements, user paths, workflows, site map, wireframes

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TENREC, INC.   **JULY 2007 – APRIL 2009**

Portland, OR

INFORMATION ARCHITECT   Responsible for formulating website organization and structure while keeping an eye on emerging trends, business goals, and an intuitive interface.

Deliverables included: site map, wireframes, user paths and use cases, UML process diagrams, functional requirements, technical specifications

These were produced via a variety of techniques, including client interviews, development technical reviews, and experience-based recommendations.

Sample Clients: Wells Fargo Business Solutions tool, Greenberg Glusker, Posit Science, Oregon Community Foundation, SVPP

NEXSYS, INC.   **JULY 2004 – AUG 2007**

Bend, OR

SKIN DEVELOPER   Designed and developed DotNetNuke portal skins for clients, including project SOW and invoicing.

TRAINER   Developed a training course for clients on how to use the DNN portal and design best practices.

USABILITY SPECIALIST   Conducted on-site users' lab to identify product successes and barriers. Findings report containing viable solutions for improving the product.

ALLIANCE DATA SYSTEMS   **JAN 2000 – JUNE 2004, SEPT 2005 – AUG 2006**

Bend, OR

BUSINESS SYSTEMS ANALYST   Analyst for Business Intelligence project, compiled user requirements and use cases, facilitated subject matter experts requirement reviews with, and validated data extraction.

ONLINE HELP AUTHOR/LEAD   Created a comprehensive online documentation strategy using RoboHelp and HTML, including online tutorials. Spearheaded usability testing for online help, including user profiles and surveys.

ADDITIONAL WORK EXPERIENCE

WRITER	**Bend Living Magazine** May 2007 – Aug 2008, Bend, OR
QA TESTER, ONLINE HELP AUTHOR	**Captiva Software Corporation** Aug 1997 – Nov 1999, Park City, UT
QA TESTER, TECHNICAL WRITER	**Collections, INc.** Aug 1996 – June 1997, Salt Lake City, UT
SOFTWARE ANALYST, TECHNICAL WRITER	**Interface Builders** Aug 1994 – Aug 1996, Ketchum, ID

EDUCATION & COMMUNITY INVOLVEMENT

WESLEYAN UNIVERSITY   **1989-1993**
                                                            Middletown, CT

B.A. IN PSYCHOLOGY & SOCIOLOGY
Awarded Departmental Honors
Tutor / Big Sister, writer for *The Argus* (student newspaper), writer and announcer for WESU FM (student radio), member of Alpha Delta Phi (literary society)

HARVARD UNIVERSITY   **1992**
                                                             Cambridge, MA

GRADUATE COURSES
Statistics, Abnormal Psychology

TWIN FALLS HIGH SCHOOL   **1989**
                                                             Twin Falls, ID

National Honor Society member, editor and reporter for *Bruin News* (student newspaper), reporter for *The Times News* (local daily newspaper), editor and contributor for student literary magazine, founder, coach & captain for girls' soccer team, Girls' State Delegate and Girls' Nation Alternate

TECH ALLIANCE OF CENTRAL OREGON   2016 – PRESENT
                                                                   Bend, OR

BOARD MEMBER
Non-profit that connects technology professionals through local events and user groups.

MEETUP GROUPS   2012 – PRESENT
                                                                   Bend, OR

ORGANIZER, PRESENTER
Co-organizer of Web Design & Development and Bend User Experience meetup groups, and frequent presenter on topics.

MEISSNER NORDIC / TUMALO LANGLAUF CLUB   2003 – PRESENT
                                                                   Bend, OR

NEWSLETTER EDITOR, WEB DEVELOPER
Non-profit that maintains and grooms local cross-country ski trails plus encourages community events and involvement.