Rachel Hungerford

Seattle, WA 98119 • 617.913.7513 • rachelhungerford.com • Rachel@rachelhungerford.com

Creating usable, useful, and delightful experiences through active engagement with real users.

SUMMARY

- Five years experience performing User Research and User Experience Design
- Over three years experience with designing and researching for mobile handsets and tablets (emphasis on Android)
- One year experience designing for responsive web sites using a mobile first philosophy

METHODS

- *User Research:* Quantitative and qualitative data collection and analysis, generative and evaluative, usability testing, user interviews, heuristic/expert evaluation, field research, contextual inquiry, surveys, diary studies, focus groups, persona development, cognitive walkthrough, participatory design
- *User Experience Design:* wireframes, user flows, requirements gathering
- *Information Architecture:* site maps, content inventory, open and closed card sorts, taxonomy creation, affinity diagramming

EXPERIENCE

Starbucks, User Experience Analyst   May 2013 – Present

User Experience Designer, User Researcher, and Information Architect serving the Global Web Platform supporting a fully responsive website across 40 international markets for Starbucks.com.

Homepage Redesign 2013-2014 | User Experience Designer and Researcher

- Collaborated with Sr. UX Designer and Visual Designer to develop the project vision, prioritizing users' top needs based on research. Created annotated wireframes and designed content management system (CMS) templates.
- Lead in-store usability testing and user interviews.
- Worked cross-functionally with front and back end development, visual design, and QA.

Account Dashboard Redesign 2014 | User Experience Designer and Researcher

- Lead effort to understand user's priorities through online survey
- Partnered with UX Designer and Visual Designer to create wireframes within the constraints of responsive design, variable content, and four markets (U.S., Canada, United Kingdom, and Germany)

User-Centered Design Workshop 2013-2014 | Presenter and Co-Creator

- Co-created a half-day workshop teaching User-Centered Design principles including two hands-on activities
- Quarterly offering for Starbucks employees

Store Details Redesign 2013 | User Experience Designer and Researcher

- Conducted in-store interviews with Store Managers
- Architected fully annotated wireframes. Collaborated with visual designers and developers.
- Authored an online survey for quick feedback using Qualaroo

Global Navigation Redesign 2013 | Information Architect

- Performed content audit of several high level sections of Starbucks.com
- Lead cross-functional brainstorm to reduce and consolidate content

T-Mobile, User Experience Researcher and Designer   June 2010 – May 2013

User research and design for mobile apps, devices, services, and internal and customer-facing websites.

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Bobsled 2012-2013 | User Research Lead
- Cross platform VOIP communication application. Performed lab-based and online research for 4 design iterations.
- Through iterative testing and design, reduced the number of Priority 1 usability issues by over 300% from August to December 2012.

T-Mobile Device Responsiveness Requirements (PRD) 2012-2013 | Subject Matter Expert and User Researcher
- Co-lead an effort to create new device standards to set T-Mobile apart from other carriers.
- Conducted user research to define quantitative requirements in partnership with the T-Mobile Robotics team.

MobileLife Album 2012 | User Experience Designer
- Updated MobileLife Album application to include new features: Auto upload, automatic sign in, gallery view.
- Iterated designs for the new MobileLife Album mobile website.
- App had 100,000+ downloads and a rating of 4 out of 5 stars in the Google Playstore at time of sunsetting.

Handset Quality and Device Customization 2010-2013 | User Researcher
- Performed numerous usability studies and expert evaluations on over 10 smartphones and feature phones.
- Collaborate with designers, developers, and OEMs to create optimal and timely solutions for key usability issues.
- Authored over 100 user interface requirements (via PRD) for T-Mobile devices and applications based on research.

Hauben Media, UI/UX Designer (Freelance, Part-Time)   March 2011 – August 2011
- Translated three information heavy websites into mobile application wireframes and flows.
- Created visual mockups in Photoshop and Illustrator within brand and style guidelines.

Usability Engineer Graduate Assistant, University of Washington Libraries   September 2009 – June 2010
- Conducted content inventories, usability studies, heuristic evaluations, literature review, and competitive analyses.
- Designed wireframes and site maps for library website redesign. Prototyped with hand-coded HTML and CSS.
- Translated user needs and business requirements into actionable, step-by-step recommendations based on research.

Information Architect (Freelance, Part-Time), Viderity.com   February 2010
- Created 50 labels for a card sort for the National Archives (Archives.gov).

Innovation Intern, T-Mobile, Creation Center   June 2009 – September 2009
- Co-lead ethnographic interviews to understand users' needs surrounding personalization. Created user stories and concepts based on research insights.
- Iterated mobile wireframes for Web2Go using Visio (three classes: feature phone, mid-tier, and smart phone).

EDUCATION

University of Washington, Information School, Seattle, WA   September 2008 – June 2010
Master of Science in *Information Management*, focus in User-Centered Design, GPA 3.8

Relevant Courses: User-Centered Design, HCI Design Methods, Personas, Usability Testing, Human Aspects of Information Systems

Projects: Microsoft Word Comparative Usability Study (sponsor: Microsoft), Re-design of MickKellys.com (sponsor Mick Kelly's Irish Pub), Q&AIMS: designed Q&A service for iSchool students, Capstone: re-designed internal software (sponsor: Quorum Review)

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Emerson College, School of Visual and Media Arts, Boston, MA   September 2002 – May 2006

Bachelor of Arts in *Interactive Media*, Minors: Art History and Photography, GPA 3.43, Cum Laude, Dean's List

Study Abroad, Well, the Netherlands   Autumn 2004

CONFERENCES & POSTER PRESENTATIONS

Attendee, UX Immersion Mobile Conference, UIE, Seattle, WA	April 2013
Attendee, Web App Masters Tour, UIE, Seattle, WA	May 2011
Presenter, Library Assessment Conference, Baltimore, MD	October 2010
Poster Presentation, Teaching and Learning Symposium, University of Washington	April 2010
Poster Presentation, iEdge Conference, ASIS&T, Student Chapter	April 2010

HONORS & AFFILIATIONS

Usability Professional Association (UPA) Member	2010
The Association of Information Management Students (AIMS), Secretary	April 2009 – March 2010
Awarded the William E. Henry Memorial Scholarship	2009

TOOLS

Proficient: Morae, Ovo, Visio, Fireworks, Dreamweaver, InDesign, Cacoo, MS Office, HTML, CSS, XML, Agile (Scrum), Qualaroo, Ethnio

Experienced: JavaScript (JQuery, YUI), AJAX, Google Analytics, Axure, Photoshop, Flash, Camtasia, Illustrator, SharePoint