

# cary-anne olsen

User Experience Researcher & Designer

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## Experience Highlights

### IBM

Lead Experience Researcher | January 2015 - Present

- Create and present Power Systems research strategies to divisions within IBM.
- Provide guidelines and feedback on research for other Power Systems researchers.
- Cultivate relationships with and recruit IBM clients for ongoing research projects.
- Craft and execute research plans for Power Systems User Experience programs.

### Mozido

Lead User Experience Researcher & Designer | November 2013 - July 2014

- Directed user research by conducting Spanish-language contextual inquiries, surveys, and prototype testing in El Salvador for:
  - » A mobile payment app linking small merchants and a local bank,
  - » A mobile loyalty program for Pepsi.
- Analyzed and presented research findings, created wireframes, personas, and prototyped mobile and administrative interaction flows.

### Concordia University Texas

Senior Web & UX Designer | July 2006 - January 2012

- Led university-wide strategy and implementation for the Web.
- Conducted focus groups to understand user needs for the university's site.
- Created, redesigned, and maintained sites for various departments.
- Analyzed site traffic analytics to optimize sites, compiled monthly traffic reports.

## User Experience Research Projects

### Software

- Recruited for and conducted interviews, remote usability tests, card sorts, and contextual inquiries with Power Systems customers for an IBM hardware management product over a year.

### Mobile

- Prepared materials for and performed street intercepts to collect map vs. list preferences for an Android mobile payment app.
- Conducted and recruited for a moderated usability testing study and performed a heuristic evaluation for an iOS errand-mapping app.

## Education

### The University of Texas at Austin

Master of Science in Information Studies • May 2013

- Concentrations: Global Media & Research Analysis, Interaction Design & Usability
- Thesis: Facebook as a multilingual communication site

Bachelor of Journalism, multimedia • December 2005

Bachelor of Arts, Spanish • December 2005

## Professional Skills

### Research

- Contextual inquiry
- Design ethnography
- Moderated usability testing
- Surveys
- Street intercepts
- Heuristic evaluation
- Card sorting
- Persona creation
- User journeys
- Information architecture
- Focus groups

### Languages

- Fluent Spanish
- Basic Portuguese

### Design

- User-centric
- Iterative
- Responsive
- Accessibility-minded
- Android, iOS, Web

### Design Environments

- Adobe Creative Cloud
- Balsamiq
- InVision
- Proto.io
- Indigo Studio
- Axure

### Collaborative Tools

- Dropbox
- Box
- Google Drive