# cary-anne olsen-landis

## Senior User Experience Researcher

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## Experience Highlights

### projekt202
Sr. Experience Researcher | May 2018 - Present
- Provide strategic recommendations to clients in industries ranging from financial services and call center support to aviation and government.
- Conduct cross-cultural research using contextual inquiries, remote interviews, focus groups, and surveys in the Philippines, Israel and Japan.
- Facilitate day-long training workshop about research methods for new hires.

### IBM
UX Research Lead/Design Lead | January 2015 - May 2018
- Craft and execute research plans for 8 Power Systems User Experience programs.
- Recruit, track, and manage 346 participants for ongoing research projects.
- Facilitated 27 professional development opportunities for researchers at IBM.
- Organized and facilitated 10 cross-disciplinary design thinking workshops.

### Concordia University Texas
Senior Web & UX Designer | July 2006 – January 2012
- Led university-wide strategy and implementation for the Web for 2 redesigns.
- Conducted focus groups to understand user needs for the university's site.
- Created, redesigned, and maintained sites for 13 departments.

## Accomplishments

**Drove significant pivot of IBM Power Systems hardware management product based on user findings.** Led the first cross-disiplinary team of its kind in Power Systems through generative research that uncovered high pain point areas for Power Systems Administrators. Presented the results to our VP, who backed our rewriting of the roadmap, directing the project toward user-focused opportunities.

**Pioneered implementation of a strong UX Research discipline in Power Systems.** Research peers and superiors from other business units often seek out myself and my team for advice. Additionally, in 2016, I was nominated for the annual Outstanding Technical Achievement Award. I became the first researcher to ever win one of the three awards given that year, out of the hundreds of designers across IBM.

## 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
- Generative
- Evaluative
- Design thinking
- Contextual inquiry
- Design thinking facilitation
- Moderated usability testing (in-person and remote)
- Heuristic evaluation
- Card sorting
- Persona creation
- Complexity analysis
- Information architecture
- User journeys
- Surveys
- Street intercepts
- Focus groups

### Languages
- Fluent Spanish
- Basic Portuguese

## Selected Talks

**Texas Applied Anthropology Summit,** Sep. 2017
"Facilitating and Managing Customer Panels"

**UXPA Austin,** Dec. 2016
"Case study on long-term remote customer engagements: PowerHA SystemMirror for AIX"