

cary-anne olsen-landis

Principal Researcher & Strategist

cary-anne.com

medium.com/@caryanne

linkedin.com/in/cary-anne

caryanne@gmail.com 512.284.3289

Summary

17 years of total experience in co-creating products with B2B and B2C clients, with 13 years in research and 9 years in design. Lead teams to impart strategic, actionable steps to guide organizations to address discovered needs. Advance thought leadership through publishing and public speaking.

Personal philosophy: Complex systems plus the human element in technology present the most interesting and satisfying problems.

Experience Highlights

projekt202

Lead Researcher | May 2018 - Present

- Provide strategic recommendations and project leadership on 30+ B2B projects in industries ranging from financial services and call centers to aviation and government.
- Anticipate potential project pivots with Program Managers and Experience Directors.
- Scope projects and recommend activities that lead to intended outcomes.
- Conduct cross-cultural research using contextual inquiries, remote interviews, focus groups, and surveys in the Philippines, Europe, Israel, and Japan.
- Lead cross-company initiative to standardize work with a research repository.

IBM

UX Research Lead/Design Lead | January 2015 - May 2018

- Crafted and executed research plans for 8 enterprise architecture UX programs.
- Recruited, tracked, and managed 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.

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/Strategy

- Generative
- Evaluative
- Contextual inquiry
- Mixed methods
- Service design
- Product strategy
- Competitive analysis
- Opportunity identification
- Experience-based roadmaps
- User experience benchmarking
- Experience principles
- Persona & journey definition
- Jobs-to-be-done
- Usability & concept testing
- Complexity analysis

Facilitation

- Design thinking
- Workshops

Languages

- Fluent Spanish

Referenced Work

Forrester, Dec. 2020

"Understand Employees"

Experiences: How to Apply Proven

Experience Research Methods to Any EX Improvement Effort"

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"