

PROFESSIONAL SUMMARY

An expert User Experience (UX) Designer with 5+ years consulting experience and a solid understanding of Product Design and Development, Interaction Design, and User Research – I locate and exploit design opportunities to produce intuitive end-to-end experiences, promote product adoption and plan for growth.

SKILLS & ABILITIES

- User-Centered Design
- Participatory Design
- Enterprise Design
- Project Management
- User Research
- Research Design
- Adobe Creative Suite
- Axure, Figma, Sketch
- HTML, CSS, JS

EDUCATION

MS in Human Centered Design and Engineering | University of Washington – Seattle, WA
Expected June 2020

Certificate in User-Centered Design | University of Washington – Seattle, WA
Graduated June 2015

BS in Informatics: Human-Computer Interaction | University of Washington – Seattle, WA
Graduated June 2013

- Study in South Korea: Information, Technology & Society in Modern Korea, Summer 2012
- Study in the Netherlands: Research Methods in Informatics, Summer 2011

BA in Sociology | University of Washington – Seattle, WA
Graduated June 2013

- Minor: Diversity (American Ethnic Studies)

PROFESSIONAL EXPERIENCE

User Experience Designer II | Affirma Consulting – Bellevue, WA
July 2016 – February 2019

- Led varied Visual, UX/UI, Product and Research engagements with a 96% Emphatic Customer Satisfaction
- Enhanced internal tools, processes, and assets increasing project alignment across design and development
- Oversaw remote client usability testing, reporting and advised on development strategic direction

Product Designer III | Microsoft (via Affirma Consulting) – Redmond, WA
January 2017 – July 2018

- Led product design of an integrated enterprise relationship management tool with 3,000+ worldwide users
- Oversaw platform-wide design strategy and development across three teams and on-boarded designers
- Wrote and reviewed business requirement and functional documents to unify 43 tools
- Built complex Axure interactive prototypes with an average 83 SUS test score on initial designs

PROFESSIONAL EXPERIENCE (CONTINUED)

UX Designer | National Center for Telehealth and Technology (via Attain) – Joint Base Lewis-McChord, WA
January 2016 – July 2016

- Led interaction design scope for Become - behavior change app based on the Trans-Theoretical Model
- Consulted Research Psychologists on UCD methodology and proof of concept prototypes for grant submissions
- Joined the Internal R&D team leading the design of proof of concept prototypes for emerging technologies

Usability Research Assistant and Lead Moderator | Microsoft (via Insight Global) – Bellevue, WA
September 2015 – December 2015

- Assisted in the training and onboarding of moderators and canvassers per study demands
- Managed pop-up studio setup and execution of studies per script requirements
- Oversaw data collection and filtering for study validity

UX Designer and Front-end Web Developer | Sublime Media – Seattle, WA
August 2014 – February 2015

- Defined company UX standards and best practices
- Reduced design redundancy by assessing development feasibility before internal handoffs
- Improved course development process by integrating pattern libraries, templates, and definitions

Developer Intern | Sublime Media – Seattle, WA
May 2014 – August 2014

- Facilitated framework proof of concept through interaction design and prototyping
- Commenced dialogue between departments to improve our e-learning course development process
- Led UX best practices, effectiveness and implementation

VOLUNTEER EXPERIENCE

UX/UI/Visual Designer | Birthday Dreams – Renton, WA
July 2018 – Present

- Aiding in the re-brand of the organization and visual design of website and print collateral
- Restructuring the website's Information Architecture with a focus on content strategy and brand vision
- Compiling business and user requirements, research and metrics

ARIEL RIOS

User Experience Designer

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