

SHERRY LADZINSKI

UX Designer with Development Background

512-766-3235

sherryladzinski@gmail.com

portfolio: sherry.io

SUMMARY

I'm a UX generalist with a passion for research and a diverse background in psychology, design, and software development. My experiences, interests, and natural curiosity drive me to continuously learn and explore innovative ways to solve complex problems and address user pain points.

EXPERIENCE

UX Designer, USAA – September 2019 - Present

Employee Security Request Forms

- Conducted workshops to engage fourteen security teams and analyze multi-layered and complex processes, which produced an experience-based roadmap that broke down a long-term experience and prioritized essential near-term outcomes.
- Audited current tools and workflows then identified opportunities for automation to reduce costly errors and time on distractions by 20% across teams.
- Gathered data from in-depth research initiatives to calculate the time and financial impact of the request process and establish a business case for the work to be prioritized and reduce annual overhead to USAA by up to \$5M per year.
- Drafted insights that were used to design a more intuitive request experience for customers and increase processing efficiency by an average of 33% across teams.

Mobile Logon and Biometric Authentication

- Collaborated with cross-functional teams to design authentication flows for iOS and Android devices for a consistent experience across platforms and to increase member security and satisfaction.
- Used an iterative design approach that included conducting usability tests to validate designs, analyzing results to understand user attitudes towards various biometric methods, and refining designs repeatedly while maintaining a timeline ahead of development schedule.

Full-stack Software Developer – March 2015 - April 2019

Companies include: Bear&Giraffe LLC, Querium Corporation, Catapult Systems, GoodyBag

- Improved accessibility of eLearning site for visually and hearing impaired students (Section 508).
- Gathered user feedback to identify issues and iterate on designs to encourage customers to use GoodyBag's online food ordering system and reduce time employees spent on call-in orders.

Stack: Ruby on Rails, JavaScript, Material, HTML, Sass, WordPress, Sharepoint, SQL, MongoDB

VOLUNTEER

UX Designer, Faire Inc. – May - August 2019

Increased seller retention and reduced need for constant customer service by designing a sign up process that is easily understood by non-technical users and improving admin portal usability.

UX Designer, 808 Cleanups (Through Catchafire) – May - July 2019

Redesigned client's web and mobile applications to increase site donations and worked with stakeholders to brainstorm solutions, prioritize requirements, and deliver feasible designs.

SKILLS

Methods: Heuristic Evaluation, Empathy Maps, Jobs to be Done, Experienced-Based Roadmap

Research: Qualitative Interviews, Contextual Inquiries, Usability Testing, Observations, Diary Studies

Data Analysis: Structured Notes, Pivot Tables, Content Inventory, Synthesis

Design: Prototyping, Accessibility Standards, Responsive Design, Native Mobile Designs, Material

Collaboration: Co-creation Sessions, Service Blueprinting Workshops, Stakeholder Alignment Activities

Tools: Sketch, InVision, Adobe XD, UserZoom, Mural, Excel, Illustrator

EDUCATION

University of Texas, Austin - Human Development and Behavior, 2011

Georgia Tech - Human Computer Interaction (Udacity nanodegree)

University of Michigan - User Experience Research and Design (Coursera)

CLIFTON STRENGTHS

Learner, Intellection, Restorative, Analytical, Individualization