



Victoria Walters

UX RESEARCH | DESIGN

CONTACT

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ABOUT ME

Human centered designer and researcher willing to travel and work remotely. I am a natural born problem solver and curious soul. I love to collaborate, and help create products that make everyone's lives easier. My favorite part about being a researcher is taking insights and turning them into action!

EDUCATION

AMERICAN GRAPHICS INSTITUTE

JANUARY 2017-AUGUST 2018

UX Design Certificate

TEMPLE UNIVERSITY FOX SCHOOL OF BUSINESS

AUGUST 2007-DECEMBER 2011

Bachelor of Business Administration
Major: International Business/Marketing

WORK EXPERIENCE

USER RESEARCHER @ FRONTLINE EDUCATION

July 2019 - May 2020

- Specialized in discovery customer interviews, unmoderated usability studies setup, and stakeholder alignment workshops.
- Implemented and trained product and design team on research tool, UserZoom, which allowed for faster testing by 3 weeks per project.
- Served as dedicated UX research resource for UX design and product management across 7 departments throughout the organization.
- Played a key role in scaling UX Ops by conducting tool evaluation, bringing in UserZoom and assembling a research contact repository.
- Re-organized structure and co-facilitated weekly critiques.

UX DESIGNER @ INTEVITY

July 2018-July 2019

- Served as UX/UI designer for Department of Labor ECOMP site leading the design effort to move from Flash to HTML5.
- Led design review meetings with client bi-weekly using Invision and communicated with client regularly on changing requirements.
- Designed with usability and accessibility best practices, as well as adhered to current design standards as top priorities.
- Co-led weekly Intevity book club which was recognized by executives as an experience to help grow employees and bring in new ideas.

ASSOCIATE BUSINESS EXPERIENCE DESIGNER @ INTEVITY

June 2017 - June 2018

- Served as UX/UI designer through major branding changes and learned design interaction software to deliver assets to the client.
- Planned, participated, scribed, and performed project management in a requirements gathering workshop.
- Planned, co-facilitated, and created slide decks for client participatory design thinking workshops.

STRATEGIST/RESEARCHER @ PLANNERZONE

July 2015 - March 2017

- Responsible for field research and analysis, secondary research, client service, vendor research and management, developing blog and social media content, developing processes for the team, recruitment, and project management. Served in a supporting role from proposal phase through final reporting.
- Conducted usability testing, intercept interviews, online and in person co-creation/ideation and customer journey workshops. Moderated in depth interviews, focus groups, online and mobile qualitative research.
- Co-developed UX methodology including use of Morae, creation of tasks, and collaboration on Realtime Board.