

## Summary

I am a UX professional with a background in data analytics, psychology, and web design. I am a strong advocate for data driven and user centric design. I believe that understanding your users and acknowledging their needs and frustrations is the key to improving functionality, ease of use and enjoyment.

Portfolio: [www.christinarichardson.ca](http://www.christinarichardson.ca)

## Experience

### UX Researcher and Designer Industrial Agency

Dec 2016 - Present

- User research including interviews, contextual inquiry, analytics reviews and competitor analysis
- UX deliverables including personas, user flows, and journey maps
- Document functional requirements through user stories and acceptance criteria
- Content reviews, information architecture and user-centric site maps
- Low to high fidelity wireframes and interactive prototypes
- Cross-team collaboration in agile environment
- Advocate tirelessly for the user and help grow and maintain UX practice

### Senior Web and Optimization Analyst Bell Canada

Sept 2013 - April 2016

- Subject-matter expert on digital measurement and site optimizations
- Review wireframes and business requirements for new online projects to define KPIs
- Create implementation guides to enable data collection and reporting
- Develop executive reporting dashboards and provide recommendations for improved user engagement
- Identifying user pain points, conversion funnels and areas for improvement in user interfaces

### Senior Data Analyst TD Bank

Feb 2012 - Sept 2013

- Dedicated web analyst for TD Canada Trust and TD Waterhouse
- Provide actionable insights to increase customer engagement and improve online usability
- Collaborate with product owners to establish reporting KPIs and data collection strategies
- Create reporting dashboards to illustrate user behaviour and opportunities for site optimizations
- Helped promote a data-driven culture within organization

### Web Analytics Specialist Infor

Sept 2010 - June 2011

- Optimize and maintain web analytics implementations across company websites
- Analyse data and provided recommendations in the context of campaigns, website redesigns and product marketing strategies.

### Email Marketing Specialist Infor

Oct 2008 - Sept 2010

- Deliver 2K+ email campaigns yearly to all Industries and segments of company client base
- Creation of monthly reporting dashboard of marketing performance metrics

### Researcher/Lab Manager Rotman Research Institute

May 2004 - May 2008

- Assist in setting research objectives and designing study methods
- Carry out behavioural and eye-tracking experiments and statistical analysis
- Training and mentoring of lab members and co-op students

## Skill Set

- user research
- wireframes
- interactive prototypes
- web analytics
- competitive analysis
- Information architecture
- user personas
- journey mapping
- usability testing
- front-end development
- cross-team collaboration
- agile methodologies
- responsive web design
- strong communication skills
- analytical and detail oriented

## Tools

- Sketch
- InVision
- Adobe Photoshop
- Adobe Illustrator
- Adobe Analytics
- Google Analytics
- Optimal Workshop
- UsabilityHub

## Education

2016  
UX Design  
Bloc Inc.

2008  
Webmaster Certification  
Seneca College

2004  
BA Honours Psychology  
Minor Visual Arts  
York University