Ellie Irene O'Connor

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Certified Usability Analyst & Strategist

Certified Usability (UX) Analyst and Strategist with over 15 years of experience helping commercial and federal clients to effectively develop both web and mobile solutions while maintaining budget, brand, and timeline goals.

With a background in web development and a passion for making useful things, I collaborate with and lead project teams to create interactive and engaging products that meet the business, customer, and brand goals. I work with companies and lead teams to better understand users, create engaging interactions, and collaborate with developers and designers to create solutions that address the user's needs. As a lead UX Analyst and Associate Director, I am responsible for shaping the user experience for several SaaS solutions used by over 650,000 users worldwide. Leveraging a variety of techniques, I help research, communicate, plan, design and measure engaging experiences throughout the entire customer journey.

Areas of Expertise

User Needs Analysis	*Guidance & Adoption Strategies*	*Content Strategy*
Requirements Gathering	*Heuristic Evaluations*	*Journey Mapping*
Wireframes & Prototypes	*Persona Development*	*Coaching (design thinking, accessibility)*
Research & Analytics	*Information Architecture*	
Web Design	*Section 508 Accessibility Inclusive Design*	*Competitive Intelligence*
Data visualization		*Cross-functional team leadership*

Technical Skills

Mac OSX, Microsoft Windows, MS Office Suite, Google Analytics, Pendo Insights and Guidance, Pendo Feedback, Adobe Photoshop & XD, Axure. Proficient and comfortable: HTML/HTML5/CSS, MySQL, JAWS Screen Reader (508 testing), Sketch, Figma, jQuery & frameworks (Bootstrap) PHP, .NET, JavaScript

Experience

S&P Global (formerly IHS Markit) - Associate Director UX - 2015 - Present
Support cross-functional teams to research, design, test, and implement solutions for several SaaS products within an agile environment for the Engineering Solutions group.

- Created research plans, personas, wireframes, and prototypes, lead customer interviews for, and created usage guides for a feature that is projected to increase revenue by 14% in FY22.
- Evaluated and re-designed new workflows to improve experiences based on research and customer needs. Presented findings to product, development, and leadership teams.
- Worked with marketing on go-to-market strategies and helped increase adoption of key feature using in-app messaging (40% increase in '22)
- Developed templates for use with research teams and helped establish best practices for user research.
- Managed several UX interns to support various time-bound updates to our key platforms. Coaching, mentorship and recruitment.
- Implemented a division-wide data collection tool for insights and guidance (Pendo). Encouraged feature adoption and greater analytic solutions for product, sales, and customer care. Ran and evaluated NPS for the flagship product and worked with the CX team on engagement strategies with promoters and detractors.

- Established feedback systems for external customers and internal Sales Representatives for greater alignment and easier analysis of user concerns. Designed data portals for a greater ability to understand usage data that provided insights to sales teams with renewals with our Top 20 key accounts. Implemented quantitative and qualitative methods to make informed product decisions. Helped product teams develop key performance metrics to provide deeper measurement into the health of accounts and understand overall platform trends.
- Contributed to and helped teams adopt a corporate pattern library for UI and interactive consistency across a suite of products.
- Lead Discovery research and prototyping with a team to establish a new solution for ESG sustainability calculations.
- Provided validated designs to cross-functional departments for a variety of workflows from login, entitlements, portals, and major feature enhancements for several engineering and energy products.
- Evaluated, tested, and reported on accessibility issues with input on resolution; coaching to development, design, and UX teams on best-practices.

Information Experts, Director, and Senior User Experience Analyst - 2004 – 2015

Established usability practices and services while providing outstanding usability consultation, website, and web-based training development to over 100 federal and commercial clients. Managed a team of developers and designers in the Interactive Group.

- Provided the lead UX research, analysis, and planning for 95% of projects at Information Experts. Products include new or redesigned websites, online marketing engagements, communications plans, content strategies, and online training program development.
- Collaborated with marketing to develop engaging digital and print campaigns for political, commercial, and federal agencies. Provided support to multi-media division and implemented interactive solutions in the digital space.
- Excelled in extracting business and user requirements and then communicating those needs to everyone from executives to programmers in easy-to-understand formats.
- Hired, recruited, and provided semiannual reviews of team members.
- Performed current state and data analysis and conducted in-depth user analysis using both in-person and remote testing methods.
- Created use cases, journey maps, personas, and low-to-high fidelity wireframes to help inform and direct development utilizing both Waterfall and Agile methodologies and design activities. Performed remote user-testing throughout the development lifecycle in US and EU.
- Provided voice talent for AOL- Broadband online commercial spots.
- Worked with executives and other senior staff to set yearly department budgets, assess training needs, and assist with HR issues as needed.
- Created the concept for in-house ASP.net and PHP-based tools for use on web-based training and website development projects.
- Collaborated on an internally developed CMS, saving overall development costs 60% for web-based trainings with three major government agencies by reducing the time to create, test and launch courses into a variety of Learning management systems.
- Provided content strategy and plain language support for marketing and communications teams.

America On-Line, Web Producer - Contractor 2004
- Oversaw product channel launches as a Web Producer, including Black Voices and the Election 2004 special web portal of the AOL suite of sites.

CBMI, *Web Consultant* - 1998 – 2003

- Worked on several federal projects to ensure product usability and solutions were Section 508 compliant and accessible to those with disabilities. Provided over 100+ accessibility reports and remediation plans for commercial and Federal clients.
- Lived through Y2k, helping the State Department get several software systems up to speed including their Bid Manager tool used by all foreign diplomats to bid on future postings.

Education
Certified Usability Analyst, Human Factors International 2008 Coursework in Science, Technology & International Affairs, Georgetown University, 1997-1999 Coursework completed in Content Development for Electronic Media and Multimedia Fundamentals, George Washington University, 2000 Graphics for the Web, Advanced Photoshop, Intermediate Flash, and Advanced Flash Courses, Westlake Internet Training, 2001

Awards
 • 2011 Marcom Platinum Winner and 2011 Communicator Award of Distinction for FRTIB Investment Fund DVD • 2009 Communicator Award of Distinction for FSA COACH on-line training for Federal Student Aid officers and Information Experts Corporate Website • 2008 Award of Distinction EPA RadTown USA SpeedQuiz • 2004 Crystal Award of Excellence AOL Broadband Gear Website (provided voice-talent)

References
Available on request; Few available on http://www.ellieoconnor.net & http://www.linkedin.com/in/ellieoconnor/ along with examples of some of my work. Additional examples can be provided upon request.