

Brittany Wouden

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SUMMARY

Expert at running usability studies, designing and inventing new interactions, and coding prototypes based on target user feedback. Respected leader of creative teams, and producer of experiences for education, automotive infotainment, web, mobile, and retail. Design leader with exceptional skills to problem solve and provide design specifications that exceed expectations.

DESIGN EXPERIENCE

HMI User Experience Engineer Daimler Trucks North America

September 2018 - Present, Portland, OR

- Collaborates with business development, research and prototyping, and product management to define the product customer experience.
- Presents through visual and verbal communication detailed concepts with rationale to stakeholders, engineering, and clients.
- Designs and conducts user research using methods such as ethnographic field studies, participatory design sessions, site visits, focus groups, benchmark studies, usability studies, and heuristic evaluations for both qualitative and quantitative assessment data.
- Synthesizes findings to ensure a better understanding of customer feedback, give insight into business value, document customer need, and identify potential usability issues and opportunities with consideration of technical constraints.
- Designs prototypes, screen mock-ups, and wireframes, and specifications based on results of usability testing and user feedback.
- Manages and maintains the design standardization guidelines and visual style guide.

Senior User Experience Researcher & Designer Jaguar Land Rover

December 2015 - August 2018, Portland, OR

- Coordinate upwards of three user tests/month for in-vehicle infotainment features, mobile technologies, business web platforms and large-scale vehicle simulators.
- Collaborate with designers and developers to problem solve and iterate on feature designs based on user feedback and analytical data.
- Present with clear communication user test results and data to drive business level design direction and feature goals.
- Evaluated a vehicle simulator for system wide improvements to the driving experience.
- Execute regularly usability sessions of the following types: Stakeholder interviews, Focus Groups, A/B Testing, Dikablis Eye Tracking, Usability Studies, Card Sorting, Heuristic Evaluations, Competitive Analysis, Customer Interviews, Tree Testing.
- Created a series of branded questionnaires and calculators to measure usability with peer-reviewed metrics including the System Usability Scale, KANO Model, Usability Heuristics and the User Experience Questionnaire.

Instructor for 3D Animation and Modeling, 3D for Interactivity Portland Community College | Multimedia Center

January 2015 - May 2018, Portland, OR

- Instructor for multiple courses including how to design, create, and display high quality, interactive 3D graphics and animations using industry standard 3D modelling tools. Created content developed in order to captivate and engage audiences.
- Instructed more than 60 students at multiple levels industry standard 3D modelling tools including Autodesk Maya and Unity 3D.
- Created lesson plans to engage, motivate and translate 3D skills to film ready animations, WebGL implementations, and video game interactivity.

EDUCATION

Master of Science in User Experience Design | Kent State University | 2020

Kent State University • Kent, OH • 2020

Bachelor of Arts in Digital Technology and Culture | Washington State University | 2014

Minor in English • Washington State University • Vancouver, WA • 2014

SELECTED ACHIEVEMENTS

Workshop Moderator | Car HMI USA | Detroit Michigan | 2020

- Co-moderated a session on user experience feature development in the automotive industry.

Featured Presenter | Jaguar Land Rover @ Design Week Portland | 2018

- Featured presenter on behalf of Jaguar Land Rover, User Experience in Automotive Infotainment at Design Week Portland, 2018.

SKILLS

Fields of Interest: User Experience Design, Interaction Design, Contextual Inquiry, Product Design, Creative Team Leadership, Design System Management, Technology Instruction, Wire-framing & Rapid Prototyping, Information Architecture

Technical Skills: Sketch, Adobe XD, Axure, Balsamiq, Proto.io, Maya, Unity, SketchUp, HTML, CSS, JQuery, Microsoft Office

