

BRITTANY Wouden

Vancouver WA – Phone: 801-635-8570 – bmwouden8@gmail.com
www.brittanywouden.com

SENIOR USER EXPERIENCE RESEARCHER AND DESIGNER

A multi-talented, multi-disciplinary designer. 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 print media.

EXPERTISE

Skilled at the principle tools of human centred user experience: user personas, story maps, information architecture, wire frames, rapid prototypes, high fidelity designs, user testing and iterative process.

- User Experience Design
- User Interface Design
- Contextual Inquiry
- User Test Coordination, Analysis, Presentation
- Creative Team Leadership
- Technology Instruction
- Wireframing & Rapid Prototyping
- Information Architecture
- Web & Print Content Development
- Translating user research into interaction design decisions

ACHIEVEMENTS

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

Essential in the creation and implementation of a dedicated user testing team at Jaguar Land Rover as a fundamental part of a user centered design process at the Oregon Software Technology Center.

Featured presenter, Women Who Code Vancouver 2017 for work in augmented reality and user experience design.

Created and presented the exhibit MyBrain at the Phillips Collection in Washington D.C. to showcase the benefits of digital technology collaboration with education, 2016.

Multiple awards earned for research in the arts and humanities for digital work designed, developed, and presented including the Emeritus Award for Arts and Humanities at Washington State University, 2014.

PROFESSIONAL EXPERIENCE

Jaguar Land Rover, Portland, OR

Senior User Experience Researcher / Designer, December 2015 to Present

Coordinate and run user tests for the Open Software Technology Center design and incubator teams. Responsible for harmonizing a 5-member team in test creation, session moderation, data analysis, results presentation and communication to inject user feedback into an iterative design process.

Key responsibilities:

- Coordinate upwards of 3 user tests/month for in-vehicle infotainment features, mobile technologies, business web platforms and large scale vehicle simulators.
- Collaborate with designers and developers to iterate on feature designs based on user feedback.
- Present regularly to upper management, 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, Occlusion, Usability Studies, Card Sorting, Heuristic Evaluations, Competitive Analysis, Surveys, 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.

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Portland Community College, Multimedia Center

Ongoing Instructor for 3D Animation and Modelling, 3D for Interactivity, January 2015 to Present

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 is developed in order to captivate and engage audiences.

Key responsibilities:

- Instructed more than 60 students at multiple levels industry standard 3D modelling tools including Autodesk Maya and Unity3D.
- Created lesson plans to engage and translate 3D skills to film ready animations, WebGL implementations, and video game interactivity.

Washington State University Neuroscience, Vancouver WA

Web Designer and Developer - Augmented Reality Designer, October 2014 to May 2016

Designed and developed an augmented reality program utilizing the Microsoft Kinect SDK and Metaio that places a 3D representation of the human brain over a real-time image of the human face. Coded the program in C++ with 3D models created in Autodesk Maya. The augmented reality portion was accompanied by a website that administered learning modules related to neuroscience for educational outreach.

Key responsibilities:

- Designed the interactions and visualizations of an augmented reality tool that was used by more than 1000 K-12 students to learn about neuroscience.
- Designed the information architecture, interface and user experience of a companion website that measured retention rates and collected analytics to be used as part of educational research.
- Presented the tool at the Phillips Collection in Washington D.C. as part of an exhibit on neuroscience research.

TECHNOLOGY

Design: Photoshop, Illustrator, InDesign

User Experience: Sketch, Adobe XD, Axure, Balsamiq, Proto.io

Web/Multimedia: Maya, Unity, SketchUp, HTML, CSS, JQuery

EDUCATION

WASHINGTON STATE UNIVERSITY, Vancouver

Bachelor of Arts, Digital Technology and Culture - 2014

References Available upon Request