

SARA DE LA CRUZ

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SKILLS

- User experience design, UX research, user testing, personas, ethnographic research, information architecture, interaction design, heuristic review, sitemaps, storyboards, prototypes, wireframes, writing and editing, communication, tinkering

TOOLS AND TECHNOLOGIES

- **Expert:** UserTesting.com, UserZoom.com, Treejack, Optimal Sort, Chalkmark, Silverback, Photoshop, InDesign, InVision, Balsamiq, SurveyMonkey
 - **Intermediate:** HTML5, CSS3, Morae, Illustrator, Ethnio
 - **Basic:** IBM SPSS, JavaScript/jQuery, Axure, Omnigraffle, Principle
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EXPERIENCE

Sr. UX Researcher | Usability Lab Manager, AT&T | DIRECTV

October 2015 – February 2018

- Partner with product owners, content managers, designers, and development teams to create interactive products that span set-top box, web, and mobile
- Define, design, and implement the usability program across initiatives
- Equip, manage, and maintain onsite state-of-the-art usability labs
- Direct the entire research process from strategy to reporting
- Hire, manage, and mentor interns, junior researchers and contractors
- Incorporate UX research and testing into Agile process
- Plan and conduct research including face-to-face usability sessions, participatory design, user interviews, surveys, remote testing, card sorting, tree testing, first-click tests, field research, ethnography, and more.
- Work with UX and UI designers to test proposed work flows and prototypes
- Define, measure, and analyze UX metrics over time to track positive and negative impact of design changes
- Select, purchase, and manage vendor contracts including remote test platforms, external research firms, etc.
- Collaborate with Engineering, Business Intelligence, and Market Research teams to analyze technical data and user research including in-home studies and focus groups

UX Researcher | Product Analyst, AT&T | DIRECTV

March 2015 – October 2015

- Partner with product, content, design, and development teams to create interactive products that span web, video portals, and mobile
- Conduct qualitative and quantitative research including face-to-face usability sessions, remote usability testing, card sorting, tree testing, surveys, and more
- Layer quantitative data with qualitative findings to surface common feature impacts
- Generate research and data-driven UX and CX artifacts including customer journey maps, personas, storyboards, use case scenarios, and more
- Create and write usability research test plans and reports
- Create and test prototypes and mockups using tools including but not limited to InVision, Balsamiq, Adobe Creative Suite.
- Recommend product features and improvements based on data and research
- Share insights to inform future research and design strategy

UX Strategist, Freelance

March 2012 – Present

- Gather requirements, interview stakeholders, assess client needs, define UX strategy
- Analyze metrics and KPIs to define and measure pain points, opportunities, and successes
- Direct the usability testing process by creating test plans, moderating user tests, presenting reports and recommendations
- Define and implement user research processes such as surveys, field studies, ethnographies, interviews, needfinding and personas
- Conduct content audits, organize affinity diagrams, administer card sorts, create information architecture
- Design UX solutions including low- and high-fidelity wireframes and prototypes

Business Marketing, Kaiser Permanente

June 2012 – February 2015

- Project manager for due diligence process
- Advise on UX best practices for Web and print collateral
- Support visual design on print, Web and mobile assignments
- Write, edit, proofread and quality check marketing copy
- Improve speed-to-market for B2B and B2C marketing collateral
- Collaborate and negotiate with business partners, stakeholders and clients
- Provide creative and technical output for Web and mobile
- Develop and nurture relationships with compliance and legal contacts nationwide

UX Researcher, Ziggedy LLC

April 2013 – September 2013

- Assisted Lead UX Designer in creating and moderating surveys and usability studies
- Moderated user tests using Morae and Silverback software
- Analyzed test results and developed recommendations for improvement
- Championed user experience and UCD in context of achieving business goals

iPad Producer/Copy Editor, Hearst

February 2008 – January 2012

- Curated and edited daily news and feature stories for Hearst's Houston Chronicle iPad app and Chron.com
- Curated and edited featured content on MSN's Delish.com
- Assisted and tested iPad app go-live
- Designed graphics and layout for features and news publications
- Optimized and tailored content for print, Web and mobile
- Performed under multiple daily deadlines with speed and accuracy
- Mentored and trained new hires and interns
- Occasional contributor to Dwight Silverman's *TechBlog* on Chron.com

EDUCATION

- **M.S., Human-Computer Interaction**, DePaul University (*in progress*)
- **B.A., Sociology**, University of Tulsa
- **User Experience Design**, California State University-Fullerton
- **Advanced Web and Interaction Design**, UCLA
- **Human-Computer Interaction**, Stanford Online