

**Sharon Grubaugh**  
**Design Strategist/Consultant**  
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### Summary

- Experienced in applying research and design tools and processes to create/influence the experiences across multiple channels/devices throughout the product lifecycle
  - Highly skilled in product/user experience (UX) design and user research with the goal of applying user needs towards the creation of innovative and satisfying solutions for customers.
  - Works collaboratively to guide design thinking and strategic processes with engineers, designers, business owners and other stakeholders.
  - Project, product and team management expertise in agile/lean environments
  - Expertise in various tools including: Axure, Adobe Creative Suite, Sketch, InVision, Balsamiq, Visio, Omnigraffle, MS Project, Morae, TreeJack, Rally
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### Education/Training

**Certified Scrum Product Owner**, Scrum Alliance

**Certified ScrumMaster**, Scrum Alliance

**M.S. Technical Management**, Whiting School of Engineering, Johns Hopkins University

**B.S. Engineering Psychology (aka Human Factors Engineering)**, College of Engineering, Tufts University

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### Current Clearance

Public Trust (USPTO)

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### Experience

Design Strategy Consultant

2011 – Present

*Synergistic Paradigms*

Provides product design strategy and user research consulting for commercial and government clients.

Manages UX team on Federal Government projects providing leadership, planning, direction and mentoring of team members as needed to ensure a successful outcome.

- Produced over 300 wireframes and icons that have been implemented in major redesigned application used daily by 10,000 employees.
  - Work collaboratively with the various members of the cross functional project teams, including product owners, subject matter experts, business analysts, technical leads, and development team members from various organizations to ensure that solutions and project deliverables meet the client's needs and are delivered in a timely manner.
  - Develop and facilitate workshops and creative sessions with stakeholders to develop design concepts
  - Plan work and resource allocation on projects.
  - Provide design expertise to ensure that all solutions meet requirements for accessibility and universal design
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- Direct user research activities:
  - Conduct user interviews/focus sessions to collect user feedback to iteratively refine the proposed designs, and providing demonstrations of the proposed designs to stakeholders and technical team members.
  - Produce user profiles, user scenarios, mental models and journey maps documenting the process and user types based on extensive interviews of users.
  - Design and facilitate usability testing and heuristic evaluations to validate the designs. Create recommendations from test results based on UX design principles.
  - Synthesize and report to stakeholders on results from user needs analysis activities, including user sessions/interviews, focus group sessions and usability testing.
- Work within Scrum/agile project as part of Scrum development team. Used agile tools to plan and track work. Wrote user stories as needed to define functional requirements.
- Develops wireframes and accompanying documentation, such as user stories, as part of user reviews, business stakeholder reviews, and technical reviews, to ensure completeness and accuracy
- Develops and maintains UX pattern library that apply best practices and standards to the work products produced.

#### Previous Projects:

Worked with clients to develop overall UX requirements for web-based applications and websites.

- Won 2 WebAward for Website Development –B2B Standard of Excellence (Web Marketing Association) for redesign of websites. Developed content strategy, information architecture, and overall UX/wireframes for large non-profit organization project.
- Completed multiple comparative international usability studies for large pharmaceutical company. Designed, moderated and analyzed tests. Produced final report and recommendations.
- Developed product visions and designs incorporating the latest rich internet application technology, AJAX, using agile methodologies.
- Developed high level vision and designs for large web-based application. Held user and business sessions for validating and developing design concepts.
- Coordinated and provided user feedback and research through data gathering activities including contextual inquiries, task analysis, interviews, usability testing, focus groups, card sorting, personas and surveys.
- Created dashboard and map related informational system for the tracking of trailer systems.
- Delivered prototypes and mockups based on use cases, personas, user research, and human factors principles.

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### Previous Work Experience

Senior UX Designer

2006-2011

*SEI Investments, Oaks, PA*

- Worked with key stakeholders to define the optimal user experience for new global wealth management platform. Defined the UX vision, scope, and strategy of designs by directing tactical meetings include software engineers, program managers, and business analysts.

- Provided user research through contextual inquiries, task analysis, interviews, usability testing, focus groups, card sorting, and surveys; and documented the results via presentations, charts and documents, including user profiles and personas for use in the design and development of software products.
- Created information architecture for new/changing websites.
- Developed dashboard designs and layouts to support operational objectives. Delivered, wireframes, prototypes, and mockups based on use cases, personae, user research, and human factors principles.
- Championed the concepts of UX design and usability among business stakeholders. Developed and reviewed UX design standards, methodology and training activities.
- Developed usability test plan, scheduled testing resources and developed test protocols as needed for testing. Provided usability testing support for domestic and international websites. Analyzed test results and present findings to stakeholders.
- Mentored novice UX designers through consistent participation in their project strategy meetings and implementation of all UX design activities.

### Project Manager User Experience

1999-2006

*The Vanguard Group, Valley Forge, PA*

- Provided leadership and guidance on multiple projects for all UX design activities to ensure the success of the project or program. Managed the UX process, driving decisions, tracking issues, and assisting in estimating resource needs.
- Led usability testing efforts to validate that the design of the various system creates a positive user experience. Collected metrics and presented to stakeholders.
- Led the site architecture, structure, and interaction design to ensure the balance between efficiency, ease of use, and business goals.
- Collaborated with a multi-disciplinary project team to create innovative solutions for enterprise desktop and web applications, and websites, such as intranets, HR benefit portals, financial administration, and sales support.
- Presented and demonstrated design trends and technologies to management and colleagues in order to educate the team on design standards for the UX group.
- Created user interface guidelines, processes, and standards for various systems.
- Produced specifications, information architectures, storyboards, wireframes, prototypes, and usability test plans/reports for all systems being developed.
- Other roles:
  - Trained in six sigma techniques and completed several six sigma/ process improvement projects

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### Professional Organizations

**User Experience Professionals' Association (UXPA)**

**Association for Computing Machinery (ACM)**

Special Interest Group on Computer-Human Interaction (SIGCHI)

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### Awards

**WebAward for Website Development – B2B Standard of Excellence**

Web Marketing Association – 2012