Léna Girerd-Barclay

UX RESEARCHER/DESIGNER

MISSION

A Digital Communication Specialist with twelve years' experience designing, developing, & validating digital experiences, I am passionate about delivering seamless user journeys that empower end-users while exceeding strategic goals.

CONTACT

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SKILLS

TOOLS

Adobe Analytics
Asana
Axure
Decibel
Dovetail
Figma
Final Cut Pro
Google Analytics
Hootsuite
Illustrator
InDesign
InVision
Marketo
Marvel
Medallia
MSIGHTS
Microsoft Office
Miro
Mouseflow
Photoshop
Procreate
Salesforce
Sharepoint CMS
Sitecore CMS
Sketch
SurveyGizmo

RESEARCH

Card Sorting
Competitor Analysis
Heuristic Evaluation
Interviews/Surveys
User Journey Maps
Usability Testing
Web Analytics

DESIGN

Information Architecture
User Personas
Storyboarding
Wireframing/Prototyping
Evangelizing UX
UX Workshops

DEVELOPMENT

HTML/CSS
JavaScript
JQuery
PHP

LANGUAGES

Fluent in English, French & Swedish

WORK EXPERIENCE

UX Research & Insights Manager
Cytiva Life Sciences | April 2017 - present

- Plan/conduct user research & competitor analyses, interpret data & qualitative feedback, and create User Stories, Personas, and Storyboards for user journeys
- Use qualitative and quantitative research methods to identify and address pain points in current User Journey Maps
- Collaborate daily with Project Managers, Business Analysts, & lead Developers to create & test prototypes/wireframes for new designs (using Figma, InVision and/or Sketch)
- Create data-driven, user-friendly digital experiences using UX iterative design process (incl. workshops, design sprints, data analysis, user testing, validation, etc.)
- Research and implement search engine optimisation (SEO) recommendations, and perform ongoing keyword discovery, expansion and optimisation
- Establish and monitor key performance indicators (KPIs) for engagement and usability on the digital hub; track and evaluate performance over time and report findings to the marketing team

Front End Developer
Claypot Creative LLC | Oct 2016 - April 2017

- Collaborated daily with clients, designers, & account managers to translate their needs into effective web solutions
- Used Agile SCRUM method to develop fully-functional, responsive prototypes using HTML, CSS, JavaScript & JQuery
- Tracked, reported, and analysed website analytics and pay-per-click (PPC) campaigns for different clients
- Optimised copy and landing pages for search engine marketing
- Researched and analysed competitor features and information architecture
- Worked with editorial and marketing teams to drive SEO in content creation and content programming
- Coordinated regular research, mapping, and segmentation of target audiences

Web Content Editor
City of Fort Collins | Nov 2013 - Dec 2016

- Provided support & trainings for internal tools, software, & website content management system (CMS)
- Updated web content daily & created new pages for clients upon request
- Designed, developed, & tested the City of Fort Collins' website re-design, launched in April 2016, including:
  - Determining information architecture and creating sitemaps for website
  - Creating prototypes and wireframes for redesign projects, and conducting usability testing for designs
  - Interpreting data and qualitative feedback into deliverables

Graduate Teaching Assistant
Colorado State University | Sept 2010 - May 2013

- Lectured and led senior-level recitation for 300+ BS students in Journalism & Technical Communication course in School of Journalism.

EDUCATIONAL HISTORY

Front Range Community College
Web Developer Certification | Dec 2014
- Introduction to SQL; Introduction to Programming; Complete Web Authoring; Client-Side Scripting: (Software); Web Application Development: PHP

Colorado State University
M Sc. Public Communication & Technology | Aug 2010 - Dec 2012
- GPA: 3.9

Malmö University
B Sc. International Relations | Aug 2007 - May 2010
- GPA: 3.9