

# LIA MCCABE

## UX RESEARCH & DESIGN

TRANSFORMING EXPERIENCES THROUGH HUMAN-CENTERED INNOVATION

### SKILLS & INTERESTS:

- Data driven designs
- Unmoderated & moderated interviews
- A/B testing
- Usability Testing
- Google/Website Analytics
- CMS
- Wireframes/ Prototypes
- Personas & Scenarios
- Heuristic and Competitive Analyses
- Interaction Flow Maps
- Contextual Inquiry
- Heat-mapping
- Surveys
- Card Sorting
- I/A Testing
- Video Editing

### TOOLS

- Balsamiq Mockups, Adobe XD, Figma
- Mural, Miro
- Optimal Workshop, Mouseflow, UserTesting
- Survey Monkey, Google Forms

### CONTACT INFORMATION:

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### EDUCATIONAL HISTORY:

#### EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

**Graduated with Honors, 4.0 GPA**

Master's Degree in Aeronautics, specialized in Human Factors

Graduated in 2015

Graduate Capstone Project: The effects of using a brain-computer interface on cognitive workload during UAV navigation

**Secretary (Board Member) of UXPA DC Chapter**

Volunteered on Board from 2012-2013

#### ST. MARY'S COLLEGE OF MARYLAND

**Phi Alpha Theta: History Honor's Society, Dean's List**

Bachelor's Degree in History, minor in Neuroscience

Graduated in 2010

### WORK EXPERIENCE:

#### LEAD USER EXPERIENCE RESEARCHER/DESIGNER

**Flexion | 2021-2023**

- Led and directed multiple team workshops, brainstorm sessions, and internal/external research efforts, resulting in a 15% increase in team efficiency
- Advocated for and implemented agile UX best practices and optimal user stories, resulting in a 25% reduction in development time and a 30% decrease in user complaints
- Delivered high-quality deliverables on time and within budget, resulting in significant improvements in team performance and overall product quality. This led to a 15% increase in product adoption rates

#### INTERIM DIRECTOR OF USER EXPERIENCE

**American College of Cardiology | 2020-2021**

- Advocated for usability best practices and developed UX strategy and design processes for 28+ applications, resulting in a 25% increase in user satisfaction and conversion rates
- Conducted 300+ remote user interviews, including video editing, to gain actionable insights that supported the management of a complex medical guidelines system, improving efficiency and reducing errors by 20%
- Collaborated cross-functionally to implement user-centered design and reduce development time by 10%

#### SENIOR UX RESEARCHER & DESIGNER

**American College of Cardiology | 2016-2020**

- Identified and implemented UX improvements for 200+ web pages using moderated and unmoderated research, resulting in a 25% increase in user engagement and 20% reduction in bounce rates
- Ensured accurate visual translation and functionality of user interface design for 68+ projects, resulting in a 15% increase in overall customer satisfaction
- Collaborated with cross-functional teams to create wireframes, visual mockups, and conceptual diagrams for 150+ web pages, resulting in a 30% increase in successful task completion rates and a 40% reduction in development time

#### SENIOR UX DESIGNER

**Farlang | 2013-2016**

- Iteratively developed wireframes and conducted usability testing for web pages, resulting in a 15% increase in user satisfaction scores.
- Proposed design suggestions that improved legibility and decreased cognitive workload, leading to a 25% reduction in page abandonment rates.
- Developed and administered surveys to gather user feedback and analyzed results both qualitatively and quantitatively. Based on the analysis, recommended design improvements that increased user engagement by 20% and decreased task completion time by 15%