

Catriona Cornett

Portfolio: catrionacornett.com

Blog: inspireUX.com

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Summary

I am a User Experience Designer with 6 years of experience helping over a dozen organizations obtain a competitive advantage by delivering great user experiences across desktop, mobile, tablet and other channels. My expertise lies in defining and executing a design strategy that is built on a deep understanding of user and business needs and the context that surrounds digital experiences. I work in highly collaborative environments with cross-disciplinary teams to deliver informed and iterative design solutions. My specialties include user research, usability testing, information architecture, and interaction design.

Experience

Senior User Experience Designer & Strategist

The Archer Group

Wilmington, DE

December 2009 - Present

- Led user experience strategy, user research, information architecture, interaction design and usability testing for desktop and mobile (web & native) B2B and B2C products and services for over a dozen clients across multiple industries including several Fortune 100 companies.
- Created a comprehensive mobile UX best practices guide for iOS and Android smartphone and tablet experiences for a Fortune 100 financial services company. Presented this guide to senior management, gaining buy-in for a consistent UX approach across the organization.
- Defined and implemented cross-channel experiences for prospective and existing credit card customers across multi-platform desktop, mobile, tablet and kiosk devices for a Top 2 US bank.
- Created advanced interactive prototypes using conditional logic and stored data in Axure RP for use in usability tests of interactive web and mobile experiences. Prototypes also used to demonstrate and document desired interactions for product design and development teams.
- Led strategy workshops and exercises with client teams to help define product direction and create implementation roadmaps based on a user-centric foundation.
- Collaborated with cross-disciplinary teams to create iterative design solutions.

Information Architect

Vanguard

Valley Forge, PA

July 2007 - December 2009

- Led efforts to create a design strategy to unify the tools used by Institutional Relationship Managers into a unified portal. Presented strategic vision to stakeholders, prepared implementation plan and created wireframes illustrating vision.
- Prepared and conducted in-person and remote usability tests. Analysis of a remote study with 800+ participants resulted in improvements to the online Rollover 401(k) experience.
- Created wireframes of future state visions for the Personal Investors website.
- Conducted usability tests with internal and external users of Institutional advice offerings.
- Prioritized capabilities, analyzed usage statistics, implemented process improvements, and coordinated activities in an Agile environment for enhancement of the company Intranet.

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Blogger and User Experience Advocate

inspireUX.com

March 2008 - Present

- Delivered thought leadership to the User Experience community through regular blog posts that express viewpoints on trends and their impact on the field, techniques that can help practitioners deliver better experiences, case studies and reviews of UX books and products.
- Contributed UX viewpoints to four Fortune.com articles including a comprehensive exercise in redesigning Facebook's privacy settings
- Recognized as a top 10 User Experience blog on blogs.com

User Experience Designer

Freelance Consultant

West Chester, PA

June 2009 - July 2010

- Created wireframes and site map for FanGamb.com, a social gaming startup, which was then acquired by Paddy Power plc in July 2010 and rebranded as BetDash.com.
- Provided UX guidance to refine BetDash's strategy and functionality.
- Collaborated with BetDash design team to ensure proper execution of UX guidance.

Skills

Strategy	Research	Design	Applications/Tech
<ul style="list-style-type: none">• Experience maps• Stakeholder interviews• Personas• User flows/scenarios• Storyboards• Mental models• Design principles• Heuristic evaluation	<ul style="list-style-type: none">• User interviews• Usability testing• Remote testing• Eye-tracking• Surveys• Competitive analysis• Analytics	<ul style="list-style-type: none">• Sketches• Wireframes• Site maps• Interactive prototypes• iOS design• Android design• Mobile web design	<ul style="list-style-type: none">• Axure RP Pro• Balsamiq• MS Visio• Adobe Photoshop• Tobii Studio• Morae• Silverback• HTML/CSS

Education

B.S. in Information Sciences and Technology

The Pennsylvania State University

University Park, PA

May 2007

- Cumulative GPA: 4.0/4.0
- Graduated as Student Marshall, obtaining the highest GPA out of graduating class
- Minor: Information Sciences and Technology for Telecommunications