

# Austin Schiffer

## UX Researcher & Designer

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### EXPERIENCE

#### Senior UX Researcher & Designer

*OneSpring*

Alpharetta, GA | July 2019-Present

- Plan, implement, and report on key consumer insights to help drive a digital transformation across client organizations
- Communicate strategy and approach to implementing a global research program that aligns with our client's business goals and objectives
- Lead user research activities independently and in collaboration with a cross-disciplinary team
- Create and apply qualitative and quantitative research strategies, plans, methods, and studies to successfully gain an in-depth understanding of the goals, needs, behaviors, and attitudes of target customers
- Work with key stakeholders across the business to lead the prioritization of research-based opportunities in a fast-paced, rapidly changing environment
- Facilitate in-person and remote research and usability studies with diverse audiences
- Educate stakeholders about the value of design and research, and mentor junior researchers and designers

#### User Experience Designer (Contract)

*Allegro Management Company*

New York, NY | Jan 2019-July 2019

- Developed key audience personas based on qualitative and quantitative data to frame and guide marketing efforts
- Led and conducted user interviews and research activities with stakeholders and families to identify and improve system architecture and navigation
- Collaborated with stakeholders and business representatives to determine best practices and approaches for identifying user's digital behavior and interactions

#### Interaction Design Intern

*TIBCO Software Inc.*

Palo Alto, CA | May 2017-Aug 2017

- Researched and utilized design methods with colleagues to evaluate current initiatives to make recommendations on the future growth and direction for product implementation
- Created and iterated on design sketches and wireframes of cloud-based products based on direct stakeholder insights connecting the look and feel to other TIBCO products
- Prototyped, collaborated and handed-off high-fidelity wireframes to the development team to deploy new features to enhance a client's experience and usability

### EDUCATION

#### Master of Science in Human-Computer Interaction + Design

*Indiana University*

Bloomington, IN | Aug 2016-May 2018

#### Bachelor of Science in Informatics

*Indiana University*

Bloomington, IN | Aug 2012-May 2016

### WORKSHOP

#### Problem Solving using Empathy & Creativity

Atlanta, GA | Sept 2019

- Designed, presented and led Design Thinking workshop for Human Resource professionals

### SKILLS + TOOLS

#### Research & Design

A/B Testing	Journey Mapping
Affinity Diagramming	Personas
Card Sorting	Sketching
Co-Design	Strategic Frameworks
Competitive Analysis	Storyboarding
Contextual Inquiry	Task Analysis
Ethnography	Usability Testing
Experience Prototyping	User Interviews
Focus Groups	WCAG - Accessibility
Heuristic Evaluation	

#### Tools

Confluence	Microsoft Office Suite
DoveTail	Miro
Dropbox	Otter.ai
Figma	Slack
InVision	Sketch
Jira	SoundingBox
Lookback	SurveyMonkey
Loop11	UXPin
LucidCharts	

