Sharon Grubaugh

User Research Leader

Contact

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LinkedIn

https://www.linkedin.com/ in/ sgrubaugh

Skills

Usability studies

Contextual inquiries

Heuristic Evaluations

Survey Analysis

Card Sorting

Strategy and visioning

Data analysis

Design (Agile, Lean, Mobile) and research methodologies

Design patterns and principles

Accessibility

Toolkit (selected)

TechSmith Morae

Axure

MS Office

Survey Monkey

UserTesting.com

Adobe CC

Sketch

InVision

Creative user research professional and leader with over 20 years working with clients on conducting research for complex products. Well-versed in Agile and Scrum methodologies and principles of user research. Ceaselessly focused on ensuring that decisions are user-centric. Skilled at uncovering insights that drive business decisions. Driven by my love of learning and my passions for being a change agent and commitment to improving the lives of others. Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements.

Work History

User Experience Research Consultant (Self Employed)
06/2011 - Present

- Specializing in complex B2B, SaaS and enterprise applications/products
- Applied both qualitative and quantitative analysis techniques to understand user needs and continuously improve experiences.
- Utilized various user research approaches, e.g., contextual inquiries, empathy maps, task analysis, ethnographic interviews, focus groups, card sorting, surveys and usability testing to collect data and assess operational efficiency of current systems.
- Collected data and crafted personas, journey maps, empathy maps to provide background and drive business decisions.
- Analyzed data, visualized results and delivered results to senior level stakeholders to improve their understanding of research and provide insights for current and future projects.
- Led quantitative research studies for several large global clients.
- Worked with stakeholders to understand needs and create holistic vision and strategies.
- Prepared strategies and proposed concepts for client approval.
- Prepared original and relevant options for clients suitable to individual requirements.
- Analyzed user feedback to influence future updates, ameliorating user concerns and pain points during subsequent cycles.
- Presented insights and solutions to senior staff, evangelizing for user-centric design decisions.
- Monitored emerging user research trends and practices suitable for integration into future projects.
- Trained**,** supervised and mentored team members on best practices and protocols to maximize productivity.
- Designs and leads user interviews and focus group sessions to collect data for current and future design of products and services.
- Guides design and development team to ensure inclusive designs based on statutory and regulatory accessibility requirements. Assesses designs against current WCAG requirements/guidelines.

Senior UX Designer SEI **Investments** *09/2006 – 06/2011*	• Developed technical and business requirements to deliver intuitive and user- centered solutions. • Provided advice and guidance on implementation of User research methodologies and testing activities to analyze and predict user behavior. • Produced wireframes, prototypes, HTML code and CSS based on use cases, personas, user research and • Facilitated clients' product vision by researching, conceiving, sketching and prototyping. • Completed user research to identify opportunities for improving product digital presence. • Worked with creative directors and visual designers to incorporate visual or brand identity into finished product. • Planned and conducted usability testing of key international and domestic web applications. • Analyzed test results, wrote test report and presented findings and recommendations to the company CEO, other C-level managers and senior level stakeholders.
UX Project Manager Vanguard Group *09/1999 – 09/2006*	• Established plans and resources required to meet project goals and objectives through timelines and checkpoints. • Managed the user experience design process, driving decisions, tracking issues, and assisting in estimating resource needs and schedules. • Presented UX designs and solutions to senior staff, evangelizing for user-centric design decisions. • Analyzed user feedback to influence future product design updates, ameliorating user concerns and pain points during subsequent patch cycles. • Applied both qualitative and quantitative techniques to efforts to validate that the design of the various internal financial system creates a positive user experience. • Collaborated with development team and business stakeholders to create holistic product designs. • Created product designs for complex internal and external digital applications across multiple departments. • Presented and demonstrated design trends and technologies to management and colleagues in order to educate the team and enhance the design standards for the User Experience Group.

Education/Certificates

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

B.B. Engineering Psychology/Human Factors Engineering, College of Engineering, Tufts University, Medford, MA

Certified Scrum Product Owner, Scrum Alliance

Certified Scrum Master, Scrum Alliance