

ELLIE POCZIK

(pō' zik)

USER EXPERIENCE RESEARCH & DESIGN

CONTACT

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734.765.4521

www.elliepoczik.com

SKILLS

Leadership

Usability Testing

Heuristic Evaluation

Personas & Scenarios

Accessibility

Interviewing

Workflow Modeling

Comparative Analysis

Prototyping

Wireframing

EDUCATION

University of Michigan

School of Information

Master of Science

Human Computer Interaction

University of Notre Dame

Bachelor of Arts

Psychology, German

USER EXPERIENCE PHILOSOPHY

A UX professional's role is to discern what the user needs through empathy, observation, and research and then collaborate with a team to implement a design that solves the problem in an innovative, straightforward, and beautiful way.

WORK EXPERIENCE

- **User Experience Researcher** 2019-Present
Google
Create and implement the UX research strategy, evangelize the benefits of user experience research and design, facilitate design studio workshops, and perform UX testing to analyze user behavior to provide insights into users' goals and expectations.
- **Senior User Experience Researcher** 2017-2019
Arbor Networks
Authored and implemented a UX research strategy devising methods to reach a small, specialized audience to provide insights into users' goals and expectations.
- **User Experience Design Manager** 2015-2017
Blue Cross Blue Shield of Michigan
Built a UX design & research team from the ground up: defining the user experience strategy with measurable success criteria, recruiting and leading a team of user experience professionals.
- **User Experience Manager** 2011-2015
Optum
Led cross functional team to design enterprise wide solution for healthcare providers. Performed user interviews, heuristic evaluations, benchmark research, and user testing to create a product that minimizes user transaction times 60%.
- **IT Digital Marketing Analyst** 2010-2011
Kellogg Company
Supervised transition of websites and mobile applications to a global digital marketing framework.

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ADDITIONAL WORK EXPERIENCE (UX ORIGIN STORY)

Purchasing

1999-2010

Various

Eleven years as a buyer in the automotive industry taught me an important truth: there is a desperate need for UX design and research in enterprise software. At each company I worked for, I devoted most of my time learning shortcuts for esoteric programs and organizing training sessions to share best practices with coworkers.

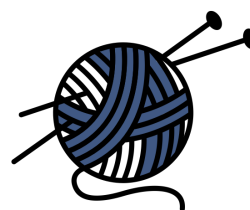
After years of struggling with workarounds for bad design, I discovered that there is a whole career field devoted to the creation of user friendly, intuitive user experiences (see *previous page*).

Oh, yeah. During those years I also learned diplomacy, communication, negotiation, and project management skills.

HOBBIES AND INTERESTS



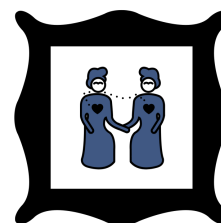
Avid Boxer



Fiber Artist



Wine Enthusiast



Art Lover