Henry Birdseye

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PROFESSIONAL EXPERIENCE

Cards Against Humanity / Blackbox, — July 2014 - June 2016
UX Researcher / Designer
- Interviewed 18 independent designers and developed personas to establish standards of what Blackbox should be
- Designed an embeddable sales button and checkout flow for clients to sell their products, then user tested it post-launch for quality assurance
- Ran remote user tests for desktop and mobile users on the CAH online store for every new product or feature launch
- Conducted contextual inquiries and phone interviews with warehouses in 4 different countries to understand product intake operations
- Operations Manager for the launch of Exploding Kittens' 250,000+ Kickstarter backer shipments, coordinating with the client, warehouses, and the Blackbox customer support team
- Developed Google Analytics checkout funnels for the CAH online store, then used those funnels to find data anomalies and ran user tests to investigate possible usability issues

Brady Corporation, — October 2013 to July 2014
Global UX Architect
- Designed a global ecommerce platform to be used across 13 countries
- Ran user tests on checkout flows and proposed usability updates, which led to a decrease in cart abandonment
- Process improvements and system optimization for the online product team
- Implemented A/B tests on 3 ecommerce websites
- Launched a redesign of a 20,000-product B2B/B2C safety equipment website

Sears Holdings, — March 2010 to October 2013
Sr. User Experience Architect
- Redesigned an appliance parts website to be responsive and include a new do-it-yourself content section to increase customer engagement and ease of use
- Designed user flows for a website for purchasing corporate gift cards, including a multi-address checkout flow
- Architected catalog, product, and checkout pages for a new B2B ecommerce website for Sears Commercial within an Agile development environment
- Designed marketing page layouts based on competitive research and usability best practices
- Redesigned the taxonomy and navigation of a 100-page website
- Drafted and presented wireframes for a home service scheduling flow to tech, production, and business stakeholders

EDUCATION

DePaul College of Computing and Digital Media, Chicago, IL
Master's of Science in Human Computer Interaction, with distinction, 2010
Relevant coursework in Actionscript 3.0, Flash, Photoshop, SQL, and UX research methods

University of Michigan, Ann Arbor, MI
Bachelor of the Arts in Psychology, 2006

SKILLS

UX Research: Ran 300+ usertesting.com tests for 30+ studies, interviews, contextual inquiries, Google Analytics, data analysis, A/B testing, SurveyMonkey, Mailchimp
UX Design: Paper prototyping, Axure, Sketch, MS Visio, designing for responsive web design, Agile development environments, Squarespace