JOSIE COFFMAN
SENIOR USER RESEARCHER & UX DESIGNER

CONTACT

📱 615-406-8770

✉ jcdesignco15@gmail.com

🌐 www.jcdesignco.com

📍 Cleveland, TN 37312

SKILLS

Qualitative User Interviews
Quantitative Research
Usability Testing
User Journey Mapping
Site Mapping
Competitive Analysis
Storyboarding
Prototyping
Visual UI Design
Data Analysis

SOFT SKILLS

Teamwork Collaboration
Natural Leader
Interpersonal Skills
Oral & Written Communication
Problem-solving
Empathy

TOOLS

Usertesting.com
FullStory
Pendo
Qualtrics
Survey Monkey
Adobe XD
Sketch
Figma
Jira & Confluence

EDUCATION

Bachelor of Arts
Jacksonville State University

WORK EXPERIENCE

Senior UX Researcher

Sealed Air   April 2022-Current

- Translate complex business requirements into research plans which I lead and execute.
- Conduct generative and evaluative research activities, such as user interviews, usability testing, observational studies, UX metrics, etc.
- Use systems-level design thinking, leveraging past and current qualitative and quantitative data, to find opportunities to further improve the user experience and to help shape the digital experience landscape.
- Identify, generate and democratize insights that help drive product strategy, design strategy, and prioritization.
- Present research findings at an executive summarized level to a broad stakeholder audience to include actionable recommendations for both the business as well as the user experience.

User Experience Consultant, Team Lead

Hexagon PPM   August 2021-April 2022

- Used cross-functional and cross-discipline expertise and skills to propose inputs for holistic design solutions.
- Provided hands-on contributions in one or more of the following areas: interaction design, research, requirements gathering, usability testing, and user task analysis.
- Acted as a user advocate and liaison between design and development teams.
- Wrote and presented reports based on research and analysis findings.
- Applied comprehensive knowledge of applicable UX principles, theories, and concepts to the solution of difficult assignments that require originality, ingenuity, and the use of independent judgement.
- Acted as team lead by providing technical guidance to support design personnel at lower UX levels.
- Interacted with personnel outside of the company, such as users of the products for user research related activities.

Senior UX Designer

Hexagon PPM   December 2020-August 2021

- Communicated the user experience at various stages of the design process with wireframes, flow diagrams, storyboards, mockups, and high fidelity prototypes.
- Supported design and development of user experience for software products from conception to delivery.
- Collaborated with designers, user researchers, software developers, and product management ensure the delivery of excellent user experiences.
- Supported conducting contextual inquiries to gain an understanding of user environments, scenarios, workflows, and tasks.
- Supported the UX team in the development of user models, including journey maps and workflow analysis documents.
- Collaborated with the team to organize, conduct, and evaluate prototype software design through usability testing.
- Researched and evaluated emerging trends in interaction and interface design and matched those to user needs.
- Ensured that design guidelines were maintained.

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WORK EXPERIENCE

Product Designer II

Ministry Brands   March 2019-December 2020

- Conceptualized and created meaningful deliverables such as wireframes, user flows, storyboards, sitemaps, prototypes, and designed high-quality responsive interfaces that helped the team understand what we were building and why.
- Clearly communicated experience design targets and established measurable objectives.
- Developed an understanding of the end users of our web applications through secondary and primary research (user interviews & data).
- Executed all visual design stages from concept to final hand-off to engineering.
- Created a cohesive style guide with team members and ensured that a consistent design language was applied across the product.
- Worked with Agile software development and collaborated with product managers, developers, designers, and stakeholders to craft a solution that met everyone's needs.

UX/UI Designer

BBVA Compass   November 2017-February 2019

- Coordinated with functional designers to define UX and UI for a variety of financial services including account access & transactions, account origination, digital sales, budgeting & planning tools, customer service and other services for consumer, small business and commercial clients.
- Created UX design documents including wireframes, screen flows, sitemaps, design concepts, mockups and prototypes to fulfill business requirements.
- Planned and conducted user research alongside the UX Research lead for both Mobile & Digital Online Banking products.
- Coordinated with Channel Development, Marketing, Engineering, Product Management and other lines-of-business in the execution of duties.
- Designed user experience, interaction design and user interfaces using a variety of software applications.
- Collaborated and coordinated with functional designers and internal stakeholders to ensure that solutions are well designed, technically feasible and met business needs.

Graphic Designer

Graham & Company, LLC   July 2015-November 2017

- Managed all graphic design needs for both Graham & Company and their affiliate company, Graham Commercial Properties.
- Designed customized deliverables, including pitch books, presentations, maps, infographics, collateral and marketing materials for both print and digital use.
- Built maps, charts, graphs and other information graphics utilizing Adobe Illustrator or appropriate medium and enhance images using Adobe Photoshop.
- Designed a large variety of property marketing activities, including brochure development, flyers/ e-flyers, direct mail, invitations, announcements, and special projects.
- Worked with appropriate contacts to spearhead, compile and print Graham Industrial Report, Graham Office Report and Graham Huntsville Report.
- Project managed the new website redesign development including gathering content and feedback from the company on what they would like to see happen with the new redesign of Graham & Co's site utilizing UX/UI Design skillsets.