SHERRY LADZINSKI, UXMC

UX Designer & Researcher with Development Background

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SUMMARY

I'm a user experience designer and researcher with a diverse background in psychology, design, and software development. My experiences, interests, and natural curiosity drive me to continuously learn and explore innovative ways to solve complex problems and address user pain points.

EXPERIENCE

UX Designer, USAA – *September 2019 - Present*

- Conducted workshops to engage fourteen security teams and analyzed multi-layered and complex processes to produce an experience-based roadmap that prioritized essential near-term outcomes.
- Audited internal security request tools and workflows, then identified opportunities for automation to reduce costly errors and time on distractions by 20% across teams.
- Gathered data from in-depth research initiatives to calculate the financial impact of internal request processes, establishing a business case for prioritizing work to reduce annual overhead by up to $5M.
- Drafted insights that were used to design a more intuitive request experience for customers and increase processing efficiency by an average of 33% across teams.
- Led a mobile redesign project that saved USAA $1.2M annually, while also identifying and resolving a critical accessibility issue, avoiding potential violations and fines.
- Planned and executed design sprints with interdisciplinary teams to design, test, iterate, and deliver developer-ready design solutions for urgent projects in one week.
- Supported security partners by regularly conducting a variety of moderated and unmoderated remote research activities and analysis, resulting in insights and actionable recommendations.
- Provided guidance and mentorship to teammates conducting their own research to ensure proper execution of tests and analysis of resulting data.
- Regularly presented designs and research insights to leaders, stakeholders, and other design teams to share learnings, promote cross-functional collaboration, get buy-in, and influence strategic planning.

UX Designer, Bullhorn – *October 2020 - March 2021*

- Designed and tested new product features to allow staffing companies to pay and bill clients directly.
- Established a team ritual that improved efficiency and collaboration between designers and PMs.

Full-stack Software Developer – *2015 - 2019*
Companies include: Bear&Giraffe LLC, Querium Corporation, Catapult Systems, GoodyBag

- Improved accessibility of eLearning site for visually and hearing impaired students (Section 508).
- Improved online food ordering system to reduce time employees spent on call-in orders.
Stack: Ruby on Rails, JavaScript, Material, HTML, Sass, WordPress, Sharepoint, SQL, MongoDB

VOLUNTEER

UX Designer, Faire Inc. & 808 Cleanups (Through Catchafire) – *May - August 2019*

- Designed a sign up process that increased seller retention and reduced need for customer service.
- Redesigned client's web and mobile applications to increase site donations and worked with stakeholders to brainstorm solutions, prioritize requirements, and deliver feasible designs.

SKILLS

Research: Interviews, Contextual Inquiries, Usability Testing, Field Studies, Diary Studies, Tree Testing, Card Sorting, Focus Groups, Surveys, Moderated, Unmoderated, Remote, Secondary
Data Analysis: Structured Notes, Pivot Tables, Content Inventory, Synthesis
Design: Prototyping, Accessibility Standards, Responsive Design, Native Mobile Designs, Material
Collaboration: Co-creation Sessions, Service Blueprinting Workshops, Stakeholder Alignment Activities
Tools: Sketch, InVision, Adobe XD, UserZoom, Mural, Excel, Illustrator
Other: Heuristic Evaluation, Empathy Maps, Jobs to be Done, Experienced-Based Roadmap

EDUCATION

Nielsen Norman Group – *Master Certificate in User Experience, 2022 (UXC# 1046999)*
University of Texas, Austin – *Human Development and Behavior, 2011*