

Carrie Michaela Grey

Senior UXA and Content Strategist : 206.859.1837 : <https://www.linkedin.com/in/coolgrey> : ux@coolgrey.com

About

Objective

To utilize my unique blend of technical, creative, intuitive, and mad organizational skills to innovate new products, especially those having to do with emerging technology and environmental experiences.

Education

Master of Science in Technology Innovation : University of Washington 3-17 :
Bachelor of Arts in Graphic Design and Art : University of Washington 9-89 : 6-96
Advanced Faculty Development Certification : Art Institute of Seattle 6-01 : 12-01

Recognition

Excellence in Teaching, Teacher of the Year : Art Institute of Seattle 9-06

Speaking Engagements

Content Modeling - Guest lecturer for the Masters Program in HCI+D : University of Washington 7-14
Responsive Web Design - Guest lecturer for IA and UX Meetup : Seattle 2-14

Applications and Languages

Axure : Sketch : Usability Testing Tools : Adobe Creative Suite : Office 365 : HTML : CSS

Experience

Senior Usability Specialist - Contract

[Live Area Labs](#) : Seattle 4-16 : 9-16

Usability Testing and Taxonomy Consultant for [London Drugs](#). During a major site refresh, London Drugs requested usability tests be conducted to validate design concepts.

Wrote a taxonomy (reverse card sort) Test Plan for London Drugs
Created multiple taxonomy (navigation schemas) for usability testing
Conducted Taxonomy Tree Test study utilizing Tree Jack from Optimal Sort
Authored Taxonomy Findings Report showing 20% improved site findability
Drafted Test Plan and Screener for a Remotely Moderated Usability Study
Developed an Interactive Prototype for both Desktop and Mobile user testing
Researched best practices for usability testing protocols

Senior Content Strategist - Contract

[Formative / Gates Foundation](#) : Seattle 9-15 : 3-16

Content Strategy and UX Consultant for [Global Citizen](#). A non-profit organization, supported by the Gates Foundation, working to end extreme poverty in the world.

Defined the (All Up) User Journey for Global Citizen members
Conducted multiple User Interviews to get user input on platform offerings
Did contextual research on millennial political behaviors and characteristics
Drafted the Interview Report, reflecting above user insights and recommendations
Created Personas to showcase user interactions, behaviors, and their unmet needs
Developed Customer Experience Journeys for each persona type
Led Working Sessions to transfer user research insights to Global Citizen

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Senior User Experience Architect

[The Garrigan Lyman Group](#) : Seattle

6-11 : 7-15

Architect and Strategist for the responsive redesign of the [Rick Steves Travel Europe](#) website
Defined and assumed the role of Content Strategist within the agency
In-house expert for all Responsive Web Design projects – [Threshold Group](#), [Stryker](#), etc.
UX designer of mobile apps, including Minwax, Toyo Tires, My TMO, and TMO Data Calculator
Conducted Stakeholder Interviews, Surveys, Card Sorts, Focus Groups, and Usability Tests
Integral in the launch of the T-Mobile Uncarrier Campaign - Value Plans, MBB, and Test Drive
Defined and took on the responsibility of Content Strategist, with a focus on Content Modeling
Initiated a proposal for the creation of an Innovation Lab to promote emerging technology
Wrote two blog articles – [Be Responsible: Think Mobile First](#) and [Setting a Performance Budget](#)

Web Site Designer and Developer

[The Northwest School](#) : Seattle

10-02 : 6-10

Project Manager, Designer, Content Strategist, and Developer for The Northwest School websites:

School's Main Site (including three complete redesigns)

Summer Program

International Program

Athletics Program and Scheduling

School Calendaring

Student Application Portal

Teacher Pages

Instructor / Curriculum Designer - BFA Program

[Art Institute of Seattle](#) : Seattle

9-99 : 9-11

Introduction to HTML, Advanced Web Scripting, Interface Design, and Project Management
Design Fundamentals, Publication Design, Electronic Portfolio, and Portfolio Design

Design Team Manager

[Westside.com](#) (startup) : Seattle

2-00 : 6-01

Defined roles, acquired resources, recruited and hired all members of the design team
Developed the user interface for web applications utilizing relational databases
Outlined, designed and built templates for the corporate, product, and help sites
Responsible for the look and feel of the end product: master templates, styles and grids
Designed and developed the "Theme Park," a place to customize a web's style sheet
Wrote functionality specifications for and directed the development of product features

Senior Web Developer

[Hornall Anderson Design Works](#) : Seattle

4-98 : 9-99

Hand coded master templates for elaborate and dynamic corporate sites
Managed, designed and developed comprehensive web solutions
Developed the user interface for RPM, the Wells Fargo interactive retail kiosk
Designed the user interface and site architecture for Kodak Picture CD
Defined and assumed the role of Information Architect within the agency