

# michaelPATE

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## SUMMARY

Seasoned UX professional, leveraging background in user-centered design and psychological research to produce best in class experiences that are useful, usable, and enjoyable

## SKILLS

**UX Research:** Ethnography, Contextual Inquiry, Usability Testing, Card Sorting, Heuristic Evaluation, Cognitive Walkthrough, Web Analytics, Qualitative Analysis, Statistical / Data Analysis, Accessibility Evaluation, Research Design, Study Facilitation, Machine Learning

**Experience Design & Strategy:** User Flow Design, Journey Mapping, Information Architecture, Storyboarding, Wireframing, Interactive Prototyping, Persona Development, User Scenarios

**Tools and Technology:** Axure RP, Omnigraffle, Adobe Creative Suite, Techsmith Morae, SPSS, SQL, Python, Minitab, Excel, UserTesting.com, UserZoom, Qualtrics, iRise, MS Office, iWork

## RELEVANT WORK EXPERIENCE

**CareerBuilder**, Norcross, GA 2015 – Present - *User Experience Research Lead*

- Analyze user behavior through quantitative and qualitative research
- Provide actionable insights to design and product teams based on user research
- Oversee CareerBuilder relationship with third-party research agencies and software companies
- Manage site intercept survey research across CareerBuilder sites and applications
- Mentor and oversee other research team-members

**Major Accomplishments** - Conducted research to optimize the experience of CareerBuilder's AI Resume Builder from initial concept through deployment - Led discovery research with job-seekers to uncover needs and pain points to drive the design direction of an updated job search mobile app - Combined qualitative and quantitative research to validate and optimize redesign of mobile responsive job-seeker homepage and job search flow - Led discovery research and iterative usability testing to uncover pain points with the job-posting process and ensure that designs addressed user issues - Conducted research to guide taxonomy and information architecture for employment screening application and testing to measure improvements based on revised IA - Used qualitative and quantitative research to refresh CareerBuilder's job-seeker personas - Led company-wide effort to bring engineering and product leads on field research visits with customers to observe daily work processes - Led deployment of site intercept surveys across CareerBuilder products and services to gather customer / user feedback and recruit participants for research sessions - Spearheaded use of unmoderated testing solutions to supplement moderated research and provide quicker insights

**Macquarium**, Atlanta, GA 2014 – 2015 - *Manager, Experience Design*

- Led gathering of business and stakeholder requirements for design projects
- Analyzed user behavior through quantitative and qualitative research
- Advised clients' digital strategies
- Produced information architecture, wireframes, specification documents, and interactive prototypes to document best-in-class digital customer experiences
- Oversaw production of design assets

**Major Accomplishments** - Conducted up-front research and provided experience design strategy for a cutting-edge wealth management application - Developed user profiles for a cutting-edge wealth management application - Led stakeholder interviews and provided design consultation on online price plan change functionality for a major natural gas supplier - Provided experience design for an advanced digital and physical information management portal

**Travelport**, Atlanta, GA 2012 – 2014 - *UX Research Specialist*

- Led user research for all Travelport products and services
- Managed Travelport's UX research customer pool

- Recruited and scheduled research participants
- Oversaw Travelport's relationship with third-party research agencies
- Translated research findings into workable solutions and design recommendations
- Maintained and updated Travelport's User Personas
- Directed efforts of UX research intern staff

**Major Accomplishments** - Led adoption of UX research best practices throughout the company - Spearheaded use of asynchronous testing tools for usability studies - Led research to optimize next generation flight search functionality for travel agents - Organized site visits with customer for the team to conduct observational research - Uncovered design improvements for a next generation trip planning and management tool for travelers and travel agents - Provided actionable customer insights leading to design improvements for ancillary service pre-purchase functionality for travel agents - Advanced UX research with travelers, expanding research efforts beyond B to B

**User Insight**, Atlanta, GA 2008 – 2012 - *User Experience Strategist*

- Conducted user experience and usability research for a wide array of products and services
- Translated research findings into information architecture, wireframes, and strategic consulting
- Clients included: Coca Cola, Verizon, MSN, Centers for Disease Control and Prevention, General Electric, American Express, CNN.com, The Home Depot, and Cox Communications

**Major Accomplishments:** Spearheaded adoption of Axure RP for wireframing and interactive prototyping - Facilitated research and developed User Insight's Social Media TV personas - Conducted research and developed social media personas to direct the digital strategy of a major food company across all brands - Led contextual and card-sorting research and information architecture for the redesign of a major apartment search website - Led research into the user experience of the CDC's Travelers' Health website, the findings of which garnered multiple awards for excellence in research within the CDC

**US Centers for Disease Control and Prevention**, Atlanta, GA 2007 – 2008 - *UX Intern*

- Gathered and documented requirements for projects within the Office of Strategy and Innovation
- Developed information architecture and page layouts for applications
- Produced interactive prototypes to demonstrate application functionality

**Major Accomplishments:** Led stakeholder research, requirements gathering, information architecture, wireframing, and interactive prototyping for the CDC's IdeaLab collaboration and ideation tool

**EarthLink**, Atlanta, GA 2007 - *UX Research Intern*

- Conducted user research for various Earthlink products and services
- Provided design recommendations to improve usability and overall user experience

**Major Accomplishments:** Conducted user testing of Earthlink's New User Welcome Kit and provided design direction based on user feedback leading to 100% of test users successfully setting up an account

## EDUCATION

**MS in Human-Computer Interaction** - Georgia Institute of Technology, Atlanta, GA. May 2008

**BS in Psychology** - Mississippi State University, Starkville, MS. May 2003