

CRYSTAL LEWIS MCDERMOTT

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ABOUT

Versatile and creative Information Technology professional with a seventeen-year track record of performance in combining multifunctional experience in information architecture, usability, interaction design, accessibility, and front-end programming.

EXPERIENCE

UX Designer/Usability SME

March 2014 – Current

AustinCSI (AT&T), Dallas, Texas

AT&T - Information architect for att.com residential consumers for both mobile and desktop solutions. Produce deliverables in support of OPSS initiatives including wireframes, workflows, and use case scenarios. Ensure all deliverables measure up to usability principles and guidelines by working with the usability team to create methodology documentation. Work collaboratively with visual design, usability, content, IT and business stakeholders to ensure the best solution for the customer.

AustinCSI – Usability SME for the entire organization. Responsibilities include organizing and conducting training, answer questions and facilitate new client sales.

Key Achievements:

- Awards: Have consistently received positive feedback on each project I have designed and have been awarded monetarily for my work.
- Usability Training – Conducted classes and created documentation on various usability methodologies including usability testing and heuristic evaluation

UX Research Analyst (Contract)

May 2013 – November 2013

KForce (AT&T), Dallas, Texas

Research Lead for the Emerging Business Management Partner Exchange Project. Led research techniques in an agile environment. Conducted multiple testing scenarios on various services provided by AT&T to solution providers. Performed onsite Contextual Inquiries to discover how the solution providers worked within the Partner Exchange product. Reviewed wireframes and other pre-production documentation using heuristic principles. Presented findings to various levels of executives within the organization.

Key Achievements:

- Formative and Summative Usability Testing – Wireframe and production testing identified changes in the interaction, layout and text; increased customer satisfaction and efficiency in ordering services
- Contextual Inquiries – Onsite visits with customers changed AT&T perception and assumptions about how customers interact with the portal and what they need from the site
- Heuristic Evaluations – Using heuristics, review wireframes and prototypes quickly to gather changes needed for sprints

Consultant

February 2012 – May 2013

Slalom Consulting, Dallas, Texas

User Experience Consultant with a focus on helping clients achieve an optimal experience for both their business and customers. Managing the research and creative process using a variety of user research techniques, information architecture, wireframing, rapid prototyping and usability testing.

Key Achievements:

- Interstate Batteries Public Website – Conducted a heuristic evaluation of ibsa.com identifying the major areas of improvement needed for customer satisfaction and usability.
- Sally Beauty Intranet – Introduced and created personas of all Sally employees to help guide the design process of their new intranet.
- Design Workshop – Conducted a gamification workshop with Sally employees to give Slalom direction of user needs and desires.

Skills

Research

Card Sorting
Focus Groups
Use Cases
Usability Testing
Task Analysis
Contextual Inquiry
Customer Surveys

Design

Content Inventories
Heuristic Evaluations
Low/Hi-Fi Prototyping
Site mapping

Tools

Visio
Axure
PhotoShop
Illustrator
QuarkXPress
MS Office
Dreamweaver
SharePoint
WebTrends
WebPosition
Omnigraffle

Technologies

CSS
HTML/XHTML
JavaScript
SQL
XML/XSL

Windows Vista/XP
MAC OSX

UX Lead

November 2011 – February 2012

ThinkFinance (Presta.com), Fort Worth, Texas

Creative and process lead for the presta.com website. Responsible for maintaining the current look and feel while implementing improvements to the user experience through sensible workflows, graphic design, information architecture and wireframing.

Key Achievements:

- Documentation - Presta team had no documentation for their product to show workflow or layout. I created a baseline design specification, multiple workflows for various situations and a master wireframe for the front-end website and the back-end admin interface.

Senior User Experience Designer

October 2010 – November 2011

Sabre Travel Network, Southlake, Texas

Responsible for creating great experiences for all product teams within the Sabre Travel Network group. Work collaboratively with fellow members of the User Experience team to conceptualize, design, prototype and test ideas. Methods and deliverables used include system workflows, wireframes, site maps, design walkthroughs, prototyping and usability testing.

Key Achievements:

- Conference Room Interface – Performed guerrilla usability testing on an interface designed by the UX team for new conference room collaboration system. Refined and validated touch screen usability.
- Travel Policy Engine – Assisted the onsite Usability Lab with conducting a Design Studio on the proposed look and feel to enhance the landing page and increase the usability of the secondary pages.
- Agentstream Deals and Extras: Assisted in goal setting for the usability study and completed the work based on findings and recommendations from that study.

User Experience Consultant/Manager

April 2010 – October 2010

Wipro Consulting, Bedford, Texas

User experience lead for various Fortune 500 clients. Manages the entire UX process from evaluating business and customer goals for new ideas to conducting research of a site's users to creating or repurposing a site design based on user centered design principles and research conducted. Methods and deliverables used include focus groups, use cases, surveys, card sorts, content inventories, site maps and wireframes.

Key Achievements:

- Xerox - Heuristic evaluation of an internal sales web application that lead to changes in strategic thinking around the operational flow of the product and user interactions within the layout.
- BAE Systems - Intranet portal: Conducted heuristic evaluation of redesign and recommended changes to the information architecture, layout and search interactions. All recommendations approved by client.

Information Architect (Contractor)

September 2009 – April 2010

Verizon, Irving, Texas

Created user interface designs for the HSI and FiOS online and offline products and oversees guiding principles for interaction design. Produced information architecture schemas for the web-based activation and portal properties. Provided heuristic evaluations using web standards and coordinates copyrighting for creative assets and text for both offline and online properties. Maintained consistency of look and functionality across product lines. Assisted with storyboard requirements document creation to facilitate the design of screen flows, screen templates, and screen comps. Conducted usability testing.

Key Achievements:

- Streamline Usability Study: The streamline project was created to start consolidating Verizon's customer's accounts into one login. The first step was to find all accounts related to a customer and link them via my team's web based activation portal. After reviewing and designing the storyboards for this project, we then created five use cases to test whether or not our approach would work. After testing 14 participants and analyzing the results, six key issues were found and fixed.

Information Architect (Part-Time Consultant)

November 2008 – March 2009

Web Core Technologies, Austin, Texas

Reviewed client websites for initial time estimation and to create checklists of possible areas to discuss.

Conducted meetings with business owners, customers and stakeholders to discuss customer and business goals. Created business and customer requirements documentation. Produced content inventory assessment. Setup meetings with client to discuss content inventories and create a site map with goals in mind.

Key Achievements:

- Newmont.com Project: Site content reduced by 75% and site navigation addressed with usable labels and page persistence. Nine different global sites were combined to create a unified look and feel for Newmont.com.

Interactive Web Developer

December 2007 – August 2009

RMG Connect, Irving, Texas

Reviewed information architecture and creative designs for feasibility. Developed interfaces, templates, and the tools to navigate a web site using HTML, CSS and JS. Integrated solutions with backend PHP/JSP framework. Developed dynamic Axure wireframe prototypes for testing. Performed unit testing. Ensured web solutions perform appropriately and degraded gracefully. Handled coding multiple pages in order to deliver on deadlines. Ensured that code had been unit-tested and validated before delivery to QA.

Key Achievements:

- Lead developer for the FEMA Consumer and Agents Floodsmart.gov website. Managed redesign to incorporate a One-Step Flood Risk Profile for consumers. Incorporated usability and accessibility compliance standards. Increased flood policy inquiries by 5 – 10%.
- Assisted Lead Business Analyst for the Marines Corp. client in creating a dynamic prototype via Axure. Prototype was used in usability testing and greatly assisted the strategy and creative teams in determining modifications to the new site before launch.

Web Production Specialist (Contractor)

July 2007 – December 2007

Susan G. Komen for the Cure, Dallas, Texas

Performed Web site maintenance for various Komen for the Cure Web sites, utilizing HTML along with other skills to produce graphics and to perform content management system updates. Interfaced with other departments to ensure application of standards and provides quality assurance testing. Created web page mockups and prototypes with wireframes and XHTML, JavaScript and CSS.

Web Designer

January 2006 – July 2007

The First American Corporation, Westlake, Texas

Primary responsibilities included designing, rendering design mockups, and developing Web sites and interactive multimedia for First American Real Estate Information Services. Developed new, and built upon existing, Web design and graphic standards with current web site usability principles in mind. Worked closely with team members including project managers, developers and executives.

Key Achievements:

- Created and redesigned numerous layouts via improved site navigation and architecture, form field layout, page header graphics and content reorganization for First American internal web applications and the SharePoint intranet. Daily performance for customers significantly increased.
- Mocked up and prototyped new design for a customer dashboard that would enhance the user's experience by creating a one-stop application in checking escrow and loan statistics, downloading reference materials, developing personalized reports and profiling agencies across various site locations.
- Developed and designed automated PDF reports for an internal mortgage application by incorporating the same look and feel as the online dynamic forms. Customers were pleased by the ease of finding pertinent information and the ability to print well-designed reports.

Webmaster

December 2004 – January 2006

TECSys Development, Inc., Plano, Texas

Responsible for the management and development of TDi's World Wide Web site (www.tditx.com) which supports a number of priority initiatives including corporate marketing/communications and

customer/client services. Performed day-to-day site maintenance on 3 internal web sites, set company standards for design, and performed navigation, information architecture, browser compatibility, form building, and web analytics.

Key Achievements:

- Initialized redesign of TDI's customer web site by modifying the information flow and layout, creating new home page graphics and adding search engine capabilities. Increased web traffic by 15%.
- Reduced web site maintenance and increased customer usability by enhancing the support downloads section through reduction of clicks, usable IA, and incorporating the download pages into the same look and feel as tditx.com.
- Established Search Engine Optimization and Marketing strategies that improved site visibility creating a 40% increase in unique customer visits.
- Enhanced communication and exchange of information for Sales and Engineering by developing a SharePoint website to post external and internal documents, surveys and discussions.

Web Developer 2

January 2000 – August 2004

University of Houston, Houston, Texas

Carried out technical and administrative responsibilities for university's IT Department. Technical duties encompassed Web site development, verification of usability of newly created programs via testing and reporting, creation of print materials, and graphic design. Hired and trained temporary personnel. Interfaced with customers via telephone and in person to resolve problems via requirements gathering, goal setting and project management. Performed research regarding state and federal laws concerning online development. Participated in budget preparation for new service center.

Key Achievements:

- Advanced to Webmaster status within two years for <http://www.uh.edu/infotech>.
- Project managed IT redesign to incorporate MySQL database backend serving HTML records via PHP to live site. Established goals, methodologies, and recommendations through meetings and focus groups with the UH customer base. Incorporated usability and accessibility compliance standards. Successfully reduced click depth on IT Web site by 70% and maintenance time from two hours to less than ten minutes per page.

ACTIVITIES & AWARDS

- Member - Usability Professionals Association, Information Architecture Institute, Refresh Dallas, Interaction Design Association, Human Factors International
- Nominated for Employee of the year/Awarded for project development - University of Houston

EDUCATION

Bachelor of Science in Information Systems Technology

2000

University of Houston, Houston, Texas

GPA 3.9 - Summa cum Laude

Minor in Graphic Communications Technology; Dean's List (4 years), Delphian Society (Awarded Delphian of the Year for 4.0 GPA), Golden Key and Alpha Lambda Delta Phi Eta Sigma Honor Societies, Student Speaker and Banner Bearer for College of Technology Convocation
Served as a Technology Instructor and Computer Lab Assistant

Professional Training:

Usability, Prototyping, Axure, Project Management, Quality Improvement, Tuftes "Presenting Data and Information", Javascript, CSS, HTML, Photoshop, MS Project, Macromedia Flash

ONLINE SITES

Portfolio: <http://www.codecrystal.com> (note: website recently crashed so I'm in the process of rebuilding)

Web sites:	Social Media sites:
www.att.com www.att.com/partnerexchange www.oncor.com www.presta.com www.newmont.com www.floodsmart.gov www.komen.org www.tditx.com www.uh.edu / www.uh.edu/infotech	www.twitter.com/crysllewis http://www.linkedin.com/in/crystalmcdermott

