

Skills / Summary of Qualifications

- **UX/CX**—Identify opportunities for User and Customer Experience using research, design, interface/interaction, data analysis, and user testing.
- **Research & Analytics** – Examine user data, testing, and feedback to determine the best strategic design solution that meets user and stakeholder needs and project goals.
- **Collaboration** – Cross-functional teamwork with stakeholders; sharing feedback in an open format.
- **Creative Problem Solving** – Developing strategic solutions that meet business needs by examining, identifying, and defining new opportunities.
- **Communication** – Active listener and observer; clear and concise written and verbal communicator.

Technical Skills

- **Hardware/OS:** Mac and Windows
- **Design Software:** Adobe CS (Photoshop, Illustrator, Dreamweaver, and XD) and Figma
- **Office Software/Applications:** Microsoft 365 (Word, Excel, OneNote, Planner, and PowerPoint)
- **Coding Languages:** HTML, CSS, JavaScript

Professional Experience

Market Development: Sales Analyst | Comcast | Partial Virtual CO, NM, UT

Nov 2020 – Present

- Leading collaboration with the business intelligence team, we co-designed a territory mapping tool to bridge multiple business groups and stakeholders. The tool allowed users to select areas of our market that returned relevant penetration data focusing on sales and marketing opportunities.
- Designed and developed a budget and expense planning tool for a sales channel of ~100 people. The tool allows different users and stakeholders to view planning proposals and automate requests and approvals on the back end to help streamline our internal processes.
- Research and analyze weekly sales data, representative activities, and expenditures from multiple databases to measure sales effectiveness. Present sales leaders with the collected data and tell the story of our sales and marketing representatives, providing insight into strategic opportunities.
- Observational field research of users interacting and engaging with required tools and software to theme the resulting data into actionable adjustments that will strengthen business needs—simplify the process, collect accurate data, remove unnecessary fields, and make other UI changes to support user needs.

Market Development: Event Coordinator | Comcast | Colorado Springs, CO

Apr 2015 – Nov 2020

- Led various stakeholders (peers, marketing, sales, legal teams, and business partners) to align surveys with our business strategies by utilizing 3rd party software to design engaging research surveys for customers. (Increased survey responses from ~15% return to ~90%)
- Led a peer team as a subject matter expert on User Experience (UX) and User Interaction (UI) best practices—research, design, interface, and analytics to increase user engagement. User feedback and insight were analyzed and given to our sales teams to help them focus on new deliverables (what their customers were interested in buying or learning more about).
- Led collaboration between sales channels to design and develop an internal sales referral tool—lead passing from a marketing sales channel to a transactional sales channel, increasing lead follow-up from ~7-10 days to ~48 hours.

- Design and implement events in Colorado, Designated Market Area (DMA) for multi-million-dollar real estate portfolio; targeted to improve the Customer Experience – measured through Net Promoter System (NPS), churn reduction, and increase customer product penetration. (NPS improvement contribution -36 in 2015 to +9.1 in 2019. Increased penetration from ~36% in 2014 to ~41% in 2019)
- Support sales professional team managing event coordination across ~200 diverse multi-family properties representing over 35K residential units. Utilizing a relationship management system and Right of Entry (ROE) Agreements, coordinated and facilitated events to increase product penetration in the portfolio. (~500 events completed between 2015 - Present)

Customer Experience Representative | Comcast | Colorado Springs, CO

Mar 2014 – Apr 2015

- Responsible for customer retention connecting with ~40 customers per day. Consistently holding a ~90% first-call resolution and customer retention rate through value selling.
- I created new hire training materials specific to our group and onboarded ~10 new hires in 10 months.
- Recommended and assisted supervisor(s) with process improvements based on team feedback and training opportunities.
- Led team as the Subject Matter Expert (SME) with sales tools, including CSG billing platform, Einstein 360, and performance tracking.
- Supported team with developing a tracking and scoring report of our Key Performance Indicators (KPIs), e.g., call volume, handling time, revenue gains, and losses.

Education & Certifications

- B.S., Applied Psychology with a concentration in Media and Technology | University of Phoenix | July 2023
- Certification, Strategizing Products and Customer Experience (SPACE) workshop | May 2023
- Certification, User Experience Analyst (CUA) | Human Factors International | June 2019

Additional Projects & Related Experience

- **Comcast, UX Strategist Project** – Research, design prototypes, and collaborate with the UX Strategy team to deliver a new feature on an enterprise platform for various front-line users.
- **UX Research** (in progress): Research and log the user journey during the onboarding process of various applications. Track instances of user identification capture, comparison, terms and conditions, and disclosures presented to the users.
- **Small Business Owner, UX Specialist** – Website, digital, and print graphic designer for small businesses. (Logo design, website wireframe (HiFi/LoFi), prototyping and mockups, content writing, user journey mapping, and creating user “hats” or personas.
- **User Management Platform** – Collaborating with the internal project manager, I provided user analysis opportunities based on heuristics and UI changes within the current digital platform. I designed LoFi wireframe concepts for UI changes that would benefit the user and presented the suggested changes to the UX design team.