

AMANDA STOCKWELL

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EXPERIENCE

President and Principal, Stockwell Strategy, September 2016-present

- Lead various UX research and strategy projects for variety of clients, notably including FedEx, Gulfstream, Twilio, Brightwell Payments, Workfront, FAST software, Wellmark Blue Cross Blue Shield, Obé Fitness, Prefect.io, Vanguard, and RDU airport
 - Includes all aspects of planning, executing, analyzing, and presenting efforts
- Developed and presented customized training programs for teams of various sizes

UX Author, LinkedIn (formerly Lynda.com), September 2015- Present

- Developed curriculum and authored content for online courses, including content on:
 - UX Research Basics
 - Card Sorting
 - Interviewing
 - Lean Experiments
 - Agile UX Research
 - Guerrilla Research
 - Usability Testing

Vice President of User Experience, 352 Media, April 2015-September 2016

- Lead the team that provides user research, usability testing, design and UX strategy services to a variety of clients
- Managed all hiring, training, and growth plans for UX team members
- Developed user experience sales strategy and assisted in ongoing client pitches

User Experience Expert, Aquent, March 2013-Present

- Helped define UX recruiting criteria and train new agents on screening techniques
- Reviewed user experience candidates and helped them improve their resumes, portfolios, and interview skills
- Helped plan and execute community events

Senior UX Consultant, 352 Media, February 2013-April 2015

- Helped set and document standard processes for user experience methods and cross functional collaboration
- Worked with clients to identify user experience needs and lead research efforts, including:
 - Market and usage surveys, remote moderated and unmoderated usability tests, customer interviews, stakeholder workshops, expert reviews and heuristic evaluations, user research plan and personas, use cases, and user journeys creation

UX Research Consultant, MaxPoint Interactive, December 2013-April 2015

- Lead UX research efforts for two product lines, including:

- Ad-hoc persona workshops, persona creation, remote usability testing, collaboration on a/b and multivariate testing
- Created user research participant collection and categorization processes

User Research Consultant, Fidelity Investments, July 2013-April 2015

- Helped plan, execute, and analyze internal focus groups, customer interviews, remote usability sessions, and lab usability tests

Usability Consultant, Adidas, October 2012-October 2014

- Collaborated with internal team to formulate usability test plan, then moderated and synthesized findings for in-persona usability tests

Usability Project Manager, Staples, November 2011-October 2014

- Lead usability efforts for a variety of cross-channel projects, including:
 - Goal-directed lab usability tests, remote moderated and unmoderated usability tests, In-store intercept studies, expert reviews and heuristic evaluations, customer goal and usage surveys, associate feedback surveys, customer focus groups, stakeholder interviews, and taxonomy and information hierarchy research
- Contributed to requirements gathering and project planning processes
- Worked with various business-unit decision-makers to unify project goals

UX Designer and Analyst, iContact, November 2008—October 2011

- Lead user experience efforts for multiple projects, including;
 - Moderated and unmoderated usability tests, including several remote studies
 - Heuristic evaluations of existing interactions and competitor solutions
 - Goal and product usage surveys
 - Collection and analysis of beta feedback
- Collaborated on various cross-functional initiatives, including:
 - Usability research participant collection, categorization, and invitation process
 - User research, creation and upkeep of core user personas
 - Maintenances of backlog, success metric
- Presented user research, usability data, and product marketing data takeaways to multiple department representatives and stakeholders

Human Factors Intern, Wiklund Research and Design, Concord, Mass., October 2007—May 2008.

- Applied human factors principles to identify the strengths and shortcomings of websites, medical products
- Designed, ran, and analyzed goal-directed task-based usability tests
- Performed cultural, demographic, and individual user research

STOMP Fellow, Tufts Center for Engineering Education Outreach, February 2006—May 2008,

- Developed and taught engineering-based curriculum for school age children

EDUCATION

Tufts University

Bachelor of Science in Engineering Psychology, *Cum Laude*, 2008