

# LANITA MCCULLERSES

## USER EXPERIENCE SPECIALIST

### EXPERIENCE

#### Freelance User Experience Strategist & Researcher

Jan 2021 - Present, Remote

- Design, conduct, and analyze remote usability studies for mobile apps, and websites.
- Develop insightful reports to present findings and recommendations to designers and developers.

#### Customer Experience Researcher, Navis Learning

Aug 2020 - Dec 2020, Remote

- Managed project to identify user pain points in replacing three essential software components enterprisewide for over 10,000 users.
- Developed surveys for impact analysis, new software pilots, and user acceptance testing.
- Developed instructions, training, and knowledge articles to assist users in transitioning to new software.
- Created communications and information sessions to inform users of upcoming changes to the computing environment.
- Developed surveys for impact analysis, new software pilots, and user acceptance testing.
- Conducted heuristic and competitive analysis of new software candidates to aid in decision making and communicating the chosen software's benefits over other candidates to users.

#### User Experience Researcher, Bose

Jan 2019 - Dec 2019, Massachusetts

- Participated in design sprints to explore creative and innovative approaches to typical user challenges and helped flesh-out solutions to prototype and evaluate.
- Developed and executed research studies from beginning to end, including protocol development, recruitment, materials gathering, moderating, notetaking, quantitative and qualitative data analysis, and presentation.
- Trained incoming team members on various processes such as recruitment, notetaking, and report writing.
- Provided technical support for the team's project scheduling and recruitment needs.

#### Web & Data Systems Specialist, George Mason University

Feb 2016 - Aug 2018, Virginia

- Served as the primary liaison between developers and Financial Aid office stakeholders to coordinate the re-design and migration of content to the new Financial Aid website.
- Performed competitive site analysis to determine key content to include and information architecture best practices.
- Facilitated design meetings with key stakeholders to build consensus around design goals, timeline, and tasks to be completed.
- Performed an accessibility audit to identify and improve accessibility shortcomings in the main website and pdf documentation housed on the website.

### CONTACTS

[www.linkedin.com/in/lanitam/](http://www.linkedin.com/in/lanitam/)

[www.lanitauxui.com](http://www.lanitauxui.com)

### EDUCATION

#### M.A. Human Factors Psychology

George Mason University

2016 - 2018, Virginia

#### Graduate Certificate in Usability

George Mason University

2016 - 2018, Virginia

#### B.A. Psychology, Coursework in Systems Engineering

University of Virginia

2002 - 2006, Virginia

### SKILLS

#### Toolkit

Sketch App

Adobe Suite (Photoshop, Illustrator, Indesign, XD)

Microsoft Office 365

Google Suite

Invision

Figma

UserZoom

User Interviews

Qualtrics

Zoho

#### UX Skillset

Survey Design

Moderating

Usability Testing

Heuristic Evaluation

Task Analysis

Concept Testing

Remote Testing

Literature Reviews

Competitive Analysis

Journey Mapping

Wireframing

Prototyping

#### Technical

HTML + CSS

Python

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