

Ira Blossom II

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User Experience Researcher/Designer

- Experience running usability and testing labs, remote testing, heuristic analysis, card sorting, A/B testing, wireframing, prototyping and creating interactive and static mockups and designs with HTML5, CSS, jQuery, and prototyping software
- Additional completed and in progress UX work may be viewed at a private url:
<http://irablossom.com/clients/recruiters.php> The username is: **uxprofessional** | the password is: **5UTrutr9**

Education

Hammond High School – Columbia, MD, Graduated May 2009

Villanova University – Villanova, PA, Graduated May 2013

B.A. in Psychology • Minor in Cognitive Science • Minor in Computer Science

Technology Summary

Languages: HTML5, CSS3, jQuery, PHP, Angular, MySQL, C, Javascript, Java, Ruby on Rails

Software: Morae Studio, Balsamiq, Axure, Omnigraffle, MS Visio, Silverback, Adobe Suite, Multiple CMS

Technical: Experience with CVS systems, github, wireframing, rapid prototyping, and facilitating usability testing and research

Career Experience

Google – New York, NY

- **Qualitative User Experience Researcher:** (2015-Current): Conduct independent research on multiple aspects of how users experience online search. Collect and analyze user behavior through server logs, online experiments (A/B testing), benchmark studies, lab studies, and surveys. Work with designers, product managers, engineers, and research managers to prioritize research opportunities in a fast-paced, rapidly changing environment. Understand and incorporate complex technical and business requirements into research. Evangelize research findings to diverse audiences through written reports and oral presentations.

PubMatic – New York, NY

- **User Experience Designer/Researcher:** (2014-2015): Lead Research and design efforts on the east coast. Create consistent and organized UX processes for a distributed design team. Develop conceptual diagrams, wireframes, usability tests and prototypes for complex projects. Conduct usability studies, competitive evaluations, participatory sessions, user surveys, guerilla usability tactics and other UX testing methodologies.

Pacific Northwest National Laboratory – Richland, WA

- **User Experience Designer/Researcher:** (2013-2014): Work on the Visual Analytics team in the National Security Directorate to solve problems, specifically related to big data. Develop innovative and creative designs that represent large data sets in a usable way using a user centered design process.

Cravery – Villanova, PA

- **Founder/Front End Developer/Visual Designer:** (2012-Current): Cravery is a more natural way to order the food you want when you want it. Abandoning long processes and multiple decision making steps, Cravery allows your instinctual sense of, "This Looks Good -- I Want It", to take charge and you to have it at that moment. <http://cravery.co>

3Pillar Global – Fairfax, VA

- **UX/UI Researcher/Design Intern:** (2012-2013): Create usable designs based on user research and testing; Use usability methodologies to design and test both web and mobile interfaces; Develop conceptual diagrams, wireframes, usability tests, and prototypes; Present research and design work to business team and senior executives; Design and moderate user test and focus groups; Assist in development of UI for Android applications

Snip Snap – Philadelphia, PA

- **Mobile UX/UI Design Intern:** (2012-2013): Create user-centered designs through consideration of market research, business requirements, customer feedback, and usability study findings; Translate business requirements into use cases and high-level customer experience requirements; Design the UI architecture, interface, interaction flows, and visual design of new web applications and experiences; Develop conceptual diagrams, wireframes, visual mockups, and prototypes; Develop and maintain detailed user-interface specifications; Present design work to the user experience team, marketing team, and senior executives; Moderate user test groups based on test scripts developed

Living Social – Washington, DC

- **User Experience Design/Research Intern:** (Summer 2012): Prepare test scripts, analyze results, prepare prototypes, and run usability testing lab; Help the team improve Living Social's products through usability testing; Work closely with product managers, designers, and developers while supporting the User Experience Architects; Support the team's efforts to envision, architect, design, test, and optimize Living Social's consumer, merchant, and sales web sites and mobile applications

National Geographic Society – Washington, DC

- **Consumer Experience Research Intern:** (Summer 2011): Plan, implement, manage, conduct and present user research using methods including: usability studies, competitive evaluations, participatory sessions, user surveys, personas, guerilla usability tactics and similar approaches; Collaborate with product management and development teams using research data to align goals with user priorities; Facilitate usability sessions and create reels displaying sessions using Morae software
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