

## LEE KILE, UXC

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### SUMMARY

Mixed methods UX Researcher with T-Shaped skills and experience in end-user data collection involving complex web and mobile software applications. Skilled in heuristic evaluations, task-oriented usability testing (moderated/unmoderated), contextual interviews, information architecture, card sorting, tree testing, survey design, and analysis.

Experienced in persona development and customer journey mapping. A skilled presenter and moderator and excellent communicator. Also familiar with writing UX microcopy including error messaging and form field labels.

### PROFESSIONAL EXPERIENCE

**FFW – Copenhagen, Denmark**

**2022 - 2023**

#### Senior UX Research Consultant

Responsible for qualitative and quantitative UX research at all stages of design and development.

- Led the interview process and hiring decisions for multiple XD positions.
- Established best practices for UXR work and collaboration with the wider XD team.
- Vetted and assisted with the procurement of multiple UXR tools.
- Led all client engagement for qualitative methodologies.

**WASTE MANAGEMENT – Houston, TX**

**2017 - 2022**

#### UX Research Lead

Responsible for all aspects of quantitative and qualitative UX research and user testing. Leading researchers, designers, and product owners in exercises to work through problems and gain insights. Engaged at every step of the design process providing generative research, evaluative research, and validation testing as needed.

- Managed three user testing communities of 450+ customers.
- Developed distinct design personas for each major line of business.
- Conducted cross-functional journey mapping workshops for all products.
- Led interviews of call center representatives at three different WM call centers.

#### Senior UX Researcher

Responsible for all aspects of UX including research, analysis, design, and user testing.

- Moderated focus groups for all three lines of business before the e-commerce redesign.
- Conducted user testing for the design and functionality of the wmcanda.com redesign.
- Worked with WM Brand to assure consistency across all digital assets.

**SOGETI – Houston, TX**

**2016**

#### Research Manager Consultant for UX/UI

Served as a UX Consultant for Sogeti on their HCTRA account.

- Led research for the redesign of the website at HCTRA.org, including the mobile version.
- Conducted user testing for the design and functionality of the website.
- Worked with the HCTRA team to identify customer pain points across all devices.
- Created wireframes and an interactive prototype for HCTRA's new mobile app.

**INVESCO – Houston, TX**

**2015 - 2016**

#### Senior UX Researcher

Responsible for all aspects of UX including research, analysis, design, and user testing.

- Conducted user interviews to evaluate naming conventions across the US site.
- Led the UX and UI development of two landing pages for national marketing campaigns.
- Worked with the analytics team to identify event tracking and reporting.
- Elected to the Invesco International Brand Committee to represent Digital Marketing.
- Led the research for the redesign of several sections of the Invesco US retail site as well as the corporate site.

**UNIVERSAL AMERICAN – Houston, TX**

**2012 - 2014**

Director of Digital Marketing

Responsible for brand management and web development across seven web assets including an intranet, extranet, and portal sites for a healthcare company. Managed a team of eight including UX designers, front-end developers, and project managers.

- Led focus groups evaluating the Universal American Medicare Advantage (UAM) Website. Directed the redesign of the UAM Website, including IA and the online enrollment process.
- Evaluated and redesigned AgentLink, the UAM agent portal. New IA will make information easier to find and reduce help call volume.
- Directed the design and implementation of MemberLink, the UAM member portal allowing members to access their PHI, and the integration of an interactive health library.

**CONTINENTAL AIRLINES – Houston, TX**

**2009 - 2012**

Senior UX Designer

Developed the information architecture for United.com, the redesigned Continental site. Managed a team of five UX designers.

- Led the UX team in the creation of Ask Alex, a customer-focused interactive search tool that gets customers fast answers to basic questions. Received positive feedback from online customers.
- Led the UX team in the creation of the United mobile site that allows customers to book flights and check on flight information from their telephone.

**HOUSTON CHRONICLE – Houston, Texas**

**2008 - 2009**

Senior UX Designer

Led the redesign of Chron.com, supplying IA, wireframes, and design. Directed the launch of 29-95.com, an entertainment website for the Chronicle.

**MERGING DESIGN – Houston, TX**

**2002 - 2008**

Owner/Creative Director

Responsible for all aspects of business development, design and account management.

- Designed numerous web projects for HP and BMC software, including Web pages, Flash movies and demos, and HTML and Flash emails.
- Designed IA, wireframes, and prototypes for the Houston Grand Opera and Hobby Center websites. Redesigned the HGO site each season for three seasons.

**SIX FOOT STUDIOS – Houston, TX**

**2001 - 2002**

UX Designer

Responsible for all aspects of website design.

- Completed UX and UI design for several healthcare-oriented companies.
- Designed interactive experiences in Flash for HP and BMC Software.

**IDEA INTEGRATION – Houston, TX**

**1999 - 2001**

UX Designer

Responsible for all aspects of website design.

- Served as UX lead for all Compaq websites.
- Designed interactive Flash experiences as well as websites and emails.

**EDUCATION**

UXC Certification – Nielsen Norman Group – Houston, TX - 2016

BA English – Trinity University – San Antonio, TX – 1992