

ART ZIPPEL, *Certified Usability Analyst*

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SUMMARY OF QUALIFICATIONS

10+ years' experience in providing companies actionable insight into customer/user experiences. Expert in presenting analysis of qualitative and quantitative data for the purpose of guiding product decisions. Adaptive team player, familiar with multi-tasking and finding the most efficient solution based on the project. User-Experience Researcher/Architect/Designer. Experienced in communicating user behavior to executives, designers, and development teams on a wide range of project types.

AREAS OF EXPERTISE

DISCOVERY SESSIONS
PROTOTYPING APPLICATIONS

COGNITIVE INTERVIEWS
INFORMATION ARCHITECTURE

DESIGN THINKING
USABILITY TESTING

TECHNICAL PROFILE

Axure, Morae, Clicktale, Crazy Egg, Mouseflow, Google Analytics, Optimal Workshop, Illustrator, InDesign, Photoshop, Word, Excel, PowerPoint, Human Interface Engineering

PROFESSIONAL EXPERIENCE

WORD & BROWN - Orange, CA

1/2013 – 1/2017

Sr. Information Architect II, Lead Researcher

- Introduced behavioral web analytics to all Word & Brown companies; developed a strategy for stakeholder dashboard to monitor watched pages, conversion flows and form success rates using Mouseflow and Google Analytics that compared mobile and desktop visitors as well as first-time and returning visitors
- Researched, developed, and tested web-based mobile/tablet application designed for field reps
- Produced persona-driven user interface wireframes for Nevada ACA website as a joint venture with Xerox in an Agile environment where working with 3 off-shore development teams
- Responsible for all phases of remote/onsite, moderated/unmoderated usability testing for all Word & Brown companies using UserTesting.com and manual methods
- Lead revising information architecture of external broker document report center and internal employee document repository on SharePoint site
- Developed user interfaces for back-end applications as well as external business and consumer facing web-based applications

Interaction Designer/Information Architect

- Consulted on development and testing of iOS and Android apps for mobile devices
- Provided quantitative and qualitative analysis of site visitor behavior for a website of 1.5 million page views a month to guide executive decisions
- Responsible for developing persona-driven use cases, scenarios and recruiting for on-site usability testing
- Developed and implemented a strategy for 404 pages that reduced bounce rate by 14.1%
- Delivered heuristic evaluations on websites optimized for stakeholders
- Strategized, developed, administrated, analyzed, and provided usability testing observations and recommendations for existing and emerging products that mitigated sequence bias
- Provided iterative wire frames communicating use case path flow, information architecture and user-interface interactions based on user personas

Creative and User-Experience Director

- Lead persona-driven usability testing efforts for three iterations of company's website
- Developed eCommerce website
- Designed 900 end point user survey that achieved a 92% completion rate
- Produced task, use case and scenario flow charts, and functional UI prototypes for primary website

EDUCATION

Usability Analyst Certification (CUA), Human Factors International | Bachelor of Arts in Psychology, Magna Cum Laude, Argosy University | Associate of Arts Degree, Cypress College, Cypress, CA

PROFESSIONAL ASSOCIATIONS

American Psychological Association, Usability Professionals Association, User Interface Engineering, Society of Industrial/Organizational Psychology, Interaction Design Association