

Haley Birch

UX Researcher

haleybirch1@gmail.com

8606825745

Hartford, CT

Highly motivated UX professional with substantial professional experience showcasing exceptional communication and analytical skills. Open to new opportunities to utilize, master, and build upon UX research skills and methods.

WORK EXPERIENCE

Business Analyst Whelen Engineering

08/2022 - Present

Chester, CT

Leading Lights & Siren Manufacturer

Achievements/Tasks

- Vital role in new LMS implementation including: data migration, UI dashboard design, user testing, integration specialist/point person for external contacts.
- UX Research: Interview 50+ users to derive data-driven design improvements to current software by providing metrics such as system usability scores, NPS, and customer satisfaction scores; create user personas, journey maps, and empathy maps.
- Document current state and desired future state for several projects.
- Strong communication skills highlighted through stakeholder presentations to inform about current projects and answer questions.

Training Assistant II Whelen Engineering

07/2021 - 08/2022

Achievements/Tasks

- Lead research and implementation of a new LMS platform for all training purposes

Copywriter/Content Designer Whelen Engineering

01/2020 - 07/2021

Achievements/Tasks

- Wrote all website, advertisement, catalog, and blog copy.
- Assisted with e-mail marketing initiative (A/B testing)
- Brand Manager for product launches: Plan, organize, and execute creation of product launch assets (social, email, and video campaigns).
- Communicate with senior leaders to ensure company goals on marketing initiatives are met.

EDUCATION

M.S. Human-Computer Interaction DePaul University

08/2019 - 11/2022

B.A. English Literature & Language Central Connecticut State University

01/2016 - 05/2019

SKILLS

UX Research

System Implementation

User Interview

Qualitative Analysis

Persona

Writing

Communication

Design Research

Information Architecture

Data Analysis

Prototyping

Design Strategy

Usability Testing

PERSONAL PROJECTS

Freelance Writing (07/2020 - Present)

- Experience in: UX writing, professional blog writing, articles pertaining to dog insurance, home improvement, and chimney clients.

ACHIEVEMENTS

LMS Implementation (08/2022 - Present)

Cross-functional project to improve internal and external training

Several Software Improvement Initiatives (12/2022 - Present)

Post-graduation, asked to perform UX Research work on 3 in-house softwares

LANGUAGES

English

Native or Bilingual Proficiency

HTML

Limited Working Proficiency

CSS

Limited Working Proficiency

INTERESTS

Guitar

Hiking

Travel

Learning new languages

LinkedIn Networking

Staying up-to-date on UX best practices & methods