

SKILLSET: Agile human-centered research to maximize usability & A11y compliance.

EDUCATION: San Diego State University | Osaka International University:
Bachelor of Arts: Graphic Design | Minor: Japanese
University of San Francisco:
Masters Certificate in Internet Marketing

LANGUAGES: Japanese: Conversational | Spanish: 4years Studied | ASL: Learning (A11y)

EXPERIENCE:

ClarissaGrayson.com

UX Research - Human Factor & Compliance Consultant (FEB 2016 - Current) Dallas, TX

- i18n experience ensuring seamless localization.
- Drive testing and acceptance of project or program results across multiple teams
- Incident Management Research and Development
- Coach teams on the adoption of agile principles and alignment.
- Coach team on requirement engineering and mapping.
- Facilitate workshops geared at training teams on a proper epic and feature decomposition.
- Facilitated all sprint events and documented needed reports on team performance.
- Work with PM and stakeholders to design and develop product strategy and roadmap.
- Drive testing and acceptance of project or program results across multiple teams
- Define scope of dependencies to track execution of work, and to visualize the full scope of work including business capabilities and architectural runway
- Contribute to the development of team cadence and synchronization.
- Participate in release planning meetings.
- Monitor risks, issues, and scope proactively, level of priority, visibility and escalation
- Provided education programs for Jr. level designers on UX Research methodology
- Public client list: Bayer | Dentsply Sirona | Emittations.com | RamQuest | 9Bars | Lodestone Real-estate | Michael's | Bayer

US BANK

Sr. UX RESEARCHER - Human Factor & Accessibility (Feb 2022 - June 2023) Remote

- i18n experience ensuring seamless localization.
- Employee & external workflow focused ethnographic research
- Research to uphold :Accessibility (A11Y) Research , WCAG 2.1 AA standard, ADA compliance tools. Annually trained via [Deque.com](https://deque.com) for compliance
- Incident Management Research and Development

Kroger

Sr. MOBLIE UX RESEARCHER (Jan 2021 - Feb 2022) Remote

- i18n experience ensuring seamless localization.
- Monetization-sales-focused ethnographic research and human factors testing for their app
- Research to uphold :Accessibility (A11Y) Research , WCAG 2.1 AA standard, ADA compliance tools. Annually trained via [Deque.com](https://deque.com) for compliance
- Partnered with Technology Managers and Directors in support of department or enterprise strategic plans

Motorola Solutions

LEAD UX RESEARCHER & Agile Project Management (SEP 2018- April 2020) Allen, TX

- i18n experience ensuring seamless localization.
- Incident Management Research and Development
- Evidence-based ethnographic research and human factors testing,
- UX quantitative/qualitative research done on the 911 – Judicial court evidence sharing ecosystem to successfully resulting in a (patent-pending) solution.
- Tracked for State and Federal law compliance in all UX/UI designs.
- Native Android and IOS app UX/UI work completed for their officer mobile Incident report app.
- Use case conceptualization, UX wireframes creation, and alpha/beta testing.

- PO responsibilities: Research analysis, acceptance criteria, JIRA ticket grooming, Beta/Dog Food testing.
- Advised on Accessibility (A11Y) Research

Verizon (via Experis)

UX ARCHITECT / DESIGNER- Developer Consultant (NOV 2017- Aug 2018) Irving, TX

- i18n experience ensuring seamless localization.
- Incident Management Research and Development
- UX quantitative/qualitative research done on small to medium enterprises' secure network needs
- Building reusable mobile code and libraries for future use
- Ensuring the technical feasibility of UI/UX designs
- Optimizing application for maximum speed and scalability
- Assuring that all user input is validated before submitting to back-end

ReverseVision

LEAD UI UX ARCHITECT / DESIGNER (NOV 2014- FEB 2016) San Diego, CA

- i18n experience ensuring seamless localization.
- Incident Management Research and Development
- Tracked for State and Federal mortgage law compliance in all UX/UI designs.
- UX quantitative/qualitative research done on Bank to Buyer information sharing ecosystems.
- Responsible for contributing to stories (wireframes, mockups, screen designs, etc.)
- PO responsibilities: Research analysis, acceptance criteria, JIRA ticket grooming, Beta/Dog Food testing.
- Advised on Accessibility (A11Y) Research

ADOBE.COM (VIA NETPOLARITY)

WEB PRODUCER / PROJECT MANAGER (NOV 2013- FEB 2015) San Diego/ San Jose, CA

- Producing accurate and on-time implementation of web changes for the website
- Overseeing the entire page production and deployment process, from inception through completion
- Building and implementing testing recipes for both mobile and desktop
- Developing U.S. and international project schedules, and provide progress reports to stakeholders
- Monitoring post-deployment feedback and implement corrective action when necessary
- Advised on Accessibility (A11Y) Research
- i18n experience ensuring seamless localization.
- Incident Management Research and Development

TOUCHCOMMERCE.COM

UI WEB APP DESIGNER (JUL 2011-Nov 2013) San Diego, CA

- UX quantitative/qualitative research done on customer service based clients' chatbot analytic needs
- GIT Extensions + Branch management & Stash pull requests
- Creating revealing visualizations of raw data
- Creating responsive web-based UI app design ideas based on business use cases
- Migrated old codebase updated response HTML5/CSS driven UI codebase.
- PO responsibilities: Research analysis, acceptance criteria, JIRA ticket grooming, Beta/Dog Food testing.
- i18n experience ensuring seamless localization.
- Incident Management Research and Development

THOMASBUILIFESTYLE.COM

ART DIRECTOR | UI DEVELOPER (Mar. 2010 –Jan 2013) San Diego, CA

- Google Analytics and SEO implantation and conducting user analysis and user studies
- Developing Social Media Marketing and national brand awareness strategy
- Traveling to event venues for day of event social media coverage
- Advised on Accessibility (A11Y) Research
- i18n experience ensuring seamless localization.

CLARISSA ROBINSON-GRAYSON

clarissamgrayson@gmail.com

www.clarissagrayson.com

619.300.6852

HDSUPPLY.COM

UI WEB DESIGNER / DEVELOPER (Mar. 2009-JUL 2013) San Diego, CA

- Lead UI Designer for company's first mobile app
- UX quantitative/qualitative research done B2C mobile needs
- Developing logical/task flows, wireframes and storyboards mock ups
- Developing front-end, device-based code for mobile using HTML(5), CSS
- Working with the back-end development team on JSP corrections and bug-fixes, and business cases
- Facilitating: Use Cases, User Acceptance Tests, multivariate & A/B Test (Omniure)
- Designing and developing e-marketing email campaigns & homepage updates
- Insured SEO-Friendly URLs, meta tags, & standards
- Designed for Accessibility (A11Y) building/zoning industries.

ZAPPOS.COM

BRAND / WEB DESIGNER (Apr.2007-Nov.08) Henderson, NV

- Responsible for branding over 9 new private label shoe/clothing lines
- Web, Package, Environmental, Event-promotion, Print, and clothing design
- Maintain relationships with international vendors, clients, and inner departments
- Collaborated with the UX/UI development team during major web design projects
- i18n experience ensuring seamless localization.

TRAVEL TO GO.COM

GRAPHIC DESIGNER (Aug.2006-Mar.07) San Diego, CA

- Designed: online promotions, e-newsletters, email blast, and trade show displays
- Worked as a team with Project Manager on new marketing campaigns

PRINTDEPARTMENT.COM

GRAPHIC SPECIALIST (Jan. 2006-Aug. 06) Carlsbad, CA

- Programmed over 600 online ordering products for printing service
- Developed and designed 7 new lines of product

SAN DIEGO STATE UNIVERSITY

GRAPHIC DESIGNER (Aug.03-Dec.05) San Diego, CA

- UX qualitative research done to develop UX/UI goals of new website
- Coordinated informational presentations
- i18n experience ensuring seamless localization.

JTB TRAVEL AGENCY

INTERNSHIP (Jan. 2003) Osaka, Japan

- Received hands-on training in mass-design marketing in the Japanese industry
- i18n experience ensuring seamless localization.

EXTENDED EDUCATION:

Palomar College: JavaScript, Fall 2009 | Advanced JavaScript & XML (AJAX), Spring 2010
WebDesignWorld Conference (mobile) Las Vegas, OCT 2010
An Event Apart Conference (mobile) Seattle, March 2011 + Washington D.C. August 2012

SKILL SETS & PROGRAMS

Mural | Miro | Norton | Figma, Ethnographic | Sketch | Invision | Abstract | Adobe XD | iOS/Android UX/UI | Ecommerce- B2B, B2C, | Usability Standards, User Testing | Mobile & Web Responsive Wire-frames | Cross Browser Development | Page load Optimization x | Search Engine Optimization | IBM WebSphere Commerce | Adobe Creative Suite | CSS | HTML(5) | JavaScript | AJAX & XML | Google Analytics | All Social Media | Foresee | GWT | Perforce P4V | GIT Extensions | Stash | IntelliJ IDEA | Adobe CMS/CQ5/EMS | Bootstrap | Vue | Blockchain | Fintech | Accessibility (A11Y) Research, WCAG 2.1 AA standard, ADA compliance tools | Interpret Financial analysis and financial statements | SAFe Agile | i18n | Incident Management Research and Development