

Ms. Chris A. Raymond

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Summary

Seasoned hybrid designer passionate about and adept at integrating user experience, visual design, content strategy. Core competencies: UI/visual/graphic design, interaction design and prototyping, wireframing and information architecture, interface copy. Experience with user research, usability testing, Agile development.

Experience

Senior User Experience Designer | PBS (Public Broadcasting Service) 05/2019–

Sole UX designer for two website teams, PBS Kids for Parents (~350k visitors/mo) and PBS LearningMedia (~2m visitors/mo).

Role:

- Initiate *stakeholder workshops* to spark user-centered design thinking.
- Plan and conduct *remote usability tests*.
- Document and improve *user flows* for features of websites.
- Conduct *UI audits* and propose improvements for accessibility and usability.
- Perform *heuristic analyses* of websites.
- Collaborate with product managers, internal stakeholders to *understand business goals* and prioritize work.

Key achievements include:

- Redesign of teacher workflow for building lessons and assigning to students
- Launch of LearningMedia student experience (UX research, user research, wireframes, prototype testing)
- Launch of Spanish version of Parents site (UX research, user research, user testing, wireframes, UI)
- Design of two new sections of Parents site: video experience and conversation-based content bundles

Senior Interaction Designer (Contract) | PCAOB (financial oversight agency) 01/2019–04/2019

- Assessed *usability issues* of dozens of email notifications to end users and service desk staff.
- Created lifecycle *blueprints* of notifications to support product owner and QA team in improvements.
- Formulated questions and participated in user interviews following launch of Facilities module; recommended *enhancements and usability improvements*.

UX Designer (Contract) | Monster Government Solutions 05/2018–09/2018

As lead interaction designer, collaborated with product owners, business analysts, and developers to improve usability of several dozen sub-features of Admin Module of this government HR enterprise solution.

- Executed *usability analysis* of 40+ legacy screens and interaction patterns.
- Conducted *contextual inquiry* with customers to uncover pain points and usability issues.
- Built *screen flows* and *prototypes* and provided documentation for engineering and QA.
- Recommended *enhancements* for future releases.

Senior Designer | Speak Agent, Inc. 10/2015–03/2018

Served as user experience and visual design lead for a SaaS app/games for K–12 English language learners and teachers; a mobile task management app for autistic teens; and an assistive communication app for children with cognitive delays.

- With a limited budget, conducted *user research* and *guerrilla user testing*.
- Built *screen flows* and *user flows*, *wireframes*, and *prototypes*.
- Created *design system* for secondary student version of app.
- Researched UX/UI patterns, *responsive code* for user interface components to support developers.
- Designed company marketing website with responsive layouts.
- Researched and *designed infographics* and infographic posters for social media marketing.
- Responding to redefined target market, revised *information architecture* and *wireframed* and *prototyped* enterprise-level features post-launch.

Professional development

- Writer for UX Collective publication on [Medium](#)
- An Event Apart Responsive Web Design conference
- UXPA-DC UX Research Methods workshop
- Google's Digital Analytics Fundamentals online course
- Intro to Marketing online course, Wharton School
- Content Strategy for Pros online course, Medill School of Journalism

About Me

I volunteer for Clothesline of Arlington, a boutique for low-income kids to “shop” for clothes. I do collage and not-your-grandmother’s embroidery, and write personal essays for a variety of publications on Medium.

Education

Virginia Commonwealth University, Graphic Design coursework (career change)

Cornell University, MA/PhD Sociology

Buffalo State College, BA Sociology/Psychology

Profile and recommendations can be found at [LinkedIn](#).