Brooke Fletcher, A-CSPO, UXC

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Skills Overview

1 year: Aha!, Axure, Sketch, A/B testing, Microsoft Teams, content audits, tree testing, contextual inquiries, Salesforce

4 years: Kanban, Scrum, Slack, Camtasia, Silverback, Taiga, card sorting, tree testing, surveys, hallway testing, heuristic analysis, Zoom

6 years: User interviews, JIRA, Confluence, Justinmind, wireframe testing, paper prototype testing, stakeholder interaction and demos, leading projects, Notepad++, moderated in-person, moderated remote, and unmoderated remote full mockup or production testing

8+ years: User interface design, requirements gathering, Google Analytics, Photoshop, CMS administration (Wordpress, Drupal, T4, Django, TownNews)

Experience

Product Manager | Spreemo Health   **2018 - Present**

- Created personas for the engineering team after shadowing various user types multiple times, speaking with SMEs, and reviewing nearly completed personas with supervisors

- Drastically cleaned up the backlog within the first month

- Redesigned entire UI using a material design style guide in Sketch for a team without a designer

- Increased velocity by prioritizing communication with the engineering team

Senior Software Usability Designer | Jack Henry & Associates   **2017 - 2018**

- Led a project to meet new government compliance requirements for the Home Mortgage Disclosure Act (HMDA). This involved collaboration with the front-end engineering team, DBAs, and the CFPB, the government agency guiding the updates. I also redesigned the UI based on user feedback

- Documented complex user journeys by attending meetings and having one on one discussions with the support team, the training team, and engineers. Provided service blueprints with the goal of eliminating identified pain points and streamlining the experience.

- Completed a heuristic analysis to determine areas on the application that did not meet standard guidelines. Wrote documentation and tickets to resolve the issues

- Wireframed and mocked up redesigns for existing products to improve usability and learnability

- Started and built UX/UI documentation

- Standardize the UI for multiple products across multiple teams

Product Manager / Principal UX Architect | 979 Design   **2015 - 2018**

- Led a project to build and launch a crowd investing real estate site. Worked closely with the customer to gather requirements, write user stories, and set the vision for the site. I conducted competitive analysis which gave me a sense of missing opportunities from the other sites that I was able to pitch to the customer and ultimately implement. I built interactive wireframes for the engineering team, wrote the first round of copy for the site which set the tone for the company as whole, mocked up the first UI design until we got a designer on board, and tested endlessly.
- Led project to build a small ecommerce site with a designer and a Wordpress engineer
- Led two different teams working on brochure sites
- Helped founder interview and hire for multiple teams for multiple projects running simultaneously. I then managed each team
- Tracked project costs and timelines

UX Designer / Project Lead | Shelter Insurance   **2013 - 2017**

- Led and launched a redesign of Shelter's iOS app and started an Android app redesign
- Led and launched a project to find the best application for underwriting to host content, prioritize and organize content in an appealing and meaningful way, and started design of a new website
- Helped to build a policy change web app for customer service and to make sure Salesforce was as easy to use as possible. I ensured that Salesforce was intuitive enough for new Customer Services employees and reduced training time. Designed an in-house app integrated within Salesforce
- Led and launched a content library website for Agents to provide an easy way for them to access social media posts created by marketing
- Led and launched a complete redesign of an intranet for Shelter's Agents

Front-End Web Developer | Columbia Daily Tribune   **2010 - 2013**

- Worked with my partner to change CMSes and train staff
- Worked with my partner to redesign the site from a fixed-width to a responsive site
- Worked with my partner along with the manager of Everything Mid-Mo, a local business directory, to redesign and setup a new website

Certifications

Advanced Certified Scrum Product Owner
Scrum Alliance | 2019 - Present

Certified Scrum Product Owner
Scrum Alliance | 2017 - Present

UX Certification
Nielsen Norman Group | 2014 - Present

Education

Bachelors of Journalism
University of Missouri | 2003 - 2009

Volunteer

Online Events Admin
Sierra Club, Osage Chapter | 2016 - Present