

ART ZIPPEL, *Certified Usability Analyst*

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SUMMARY OF QUALIFICATIONS

15+ 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

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

PROFESSIONAL EXPERIENCE

PERFICIENT (DIGITAL AGENCY) - Irvine, CA

5/2017 – Present

Sr. UX Researcher

- Developed and produced over 30 (to date) hybrid competitor analysis and expert review presentations to guide the development of business requirement documents, copy writing strategy and visual design for redesign of Cedars-Sinai customer facing website
- Developed a stakeholder focused info graphic heat map model showing frequency of features the Cedars-Sinai website has in common with competitors

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 visitor behavior as well as first-time and returning visitor behavior
- Researched and tested web-based mobile/tablet application designed for field reps

- Conducted remote, unmoderated A/B testing interviews for Marketing department projects
- Responsible for all phases of onsite, moderated usability testing for all Word & Brown company digital products using manual methods
- Lead researcher in charge of writing participant screeners and developing tasks for remote unmoderated and onsite moderated testing and interviews
- Conducted heuristic-driven expert reviews and competitive analysis on a wide range of company products and reported findings to stakeholders and development team.

ESRI – Redlands, CA

12/2010 – 1/2013

Interaction Designer/Information Architect

- Provided research 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, user-scenarios and recruiting for on-site usability testing
- Lead analyst for web metrics using screen recording and heat maps with Clicktale and Crazyegg
- Conducted and delivered heuristic-driven expert reviews optimized for stakeholders on company digital products
- Strategized and developed a process for usability testing and cognitive interviews that mitigated sequence bias

NATIONAL FIBROMYALGIA ASSOCIATION - Orange, CA

5/2002 – 1/2010

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