

# THERESE FESSENDEN

USER EXPERIENCE SPECIALIST & SERVICE DESIGNER

*Over the last 8 years, my research has been focused on improving how people live and work with (and without) technology.*

## EDUCATION

### 2013 • Cornell University

B.S., Information Science  
Specialization: Human-Centered & Social Systems

### 2016 • University of Hawai'i at Mānoa

Master, Business Administration  
Focus: Marketing & IT Management

## CERTIFICATION

### UX Master Certification (NN/g)

Certification ID #0000070  
Updated as of Jan. 2021

#### Associated Course Topics:

- Customer Journey Mapping
- DesignOps
- Design Thinking
- Design Tradeoffs and UX Decision Frameworks
- Discoveries
- Effective Ideation Techniques
- Emerging Patterns in UI Design
- Persuasive and Emotional Design
- Service Blueprinting
- Storytelling to Present UX Work
- Usability Testing
- User Interviews
- UX Basic Training
- UX Deliverables
- Web Page UX Design

## SKILLS & EXPERTISE

#### UX Methodologies:

User Research (Qualitative/ Ethnographic & Quantitative), Workshop Facilitation, Mapping Methods, Interaction Design

#### Management Frameworks:

Agile/Scrum, Design Thinking, Design Sprint, Kanban, Service Design

#### Software / SaaS:

Adobe Creative Suite, Canva, GarageBand, iMovie, InVision, Microsoft Office Suite, Procreate, Sketch

#### CMS:

cPanel, Drupal, SharePoint, WordPress

#### Programming Languages:

HTML5, CSS3, PHP, SQL

## WORK EXPERIENCE

2016 to present

### Nielsen Norman Group

#### User Experience Specialist - Remote

- Runs, codes, and analyzes qualitative & quantitative client and independently funded user research which directly impacts client and company KPIs
- Facilitates UX workshops and UX certification courses: Design Thinking, Emerging Patterns in UI Design, Journey Mapping, Persuasive Design, Service Blueprinting, User Interviews, and Web Page UX
- Writes and produces articles, videos, and podcast episodes on trending UX topics, found on [nngroup.com](http://nngroup.com)

2013 to present

### US Army Reserve

#### Captain (O-3) - Cornell University, Ithaca, NY

MOS: 31A (Officer, Military Police)

- Trains, supervises, and mentors ROTC cadets to prepare them for commissioning into the US Army
- Historically oversaw >\$100K in assets and >45 personnel
- Past positions include Company Commander, Executive Officer, Operations Officer, Provost Marshall Officer, Platoon Leader

2015 to 2015

### Booz Allen Hamilton

#### Administrative Professional (Part-Time) - Honolulu, HI

- Gathered requirements and researched instructional design best practices
- Storyboarded and created a low-fidelity prototype for instructional videos for cybersecurity learning & development initiatives

2014 to 2015

### University of Hawai'i at Mānoa

#### Graduate Assistant (Part-Time) Honolulu, HI

- Supervised 6 graphic designers, print production managers; responsible for recruiting, training, and evaluating all employees
- Created proposals for marketing, pricing, policy, and decreased operating costs by 67% while increasing productivity and improving inventory quality
- Responsible for business operations including requisitions, claim resolution, contract management, budgeting, logistics management, and over \$10K in equipment

2013 to 2014

### Microsoft Corporation

#### Associate UX Consultant - Bellevue, WA

- Researched, wireframed, and prototyped
- Project-managed an internal IP repository project & internal site redesign
- Improved usability & establish brand identity in apps for enterprise clients