

Judith Siegel

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SKILLS

Interaction Design, Information Architecture, HTML5/CSS/JS Prototyping, Wireframes, User Research, Usability Testing, A/B Testing, Analytics/KPIs, Personas, Ethnographic Studies, Use Cases, User Stories, Competitive Analysis, Comparative Analysis, Card Sorting, Graphic Design, HTML5/CSS/JavaScript

EDUCATION

Georgia Institute of Technology

MS in Human-Computer Interaction, Minor in Digital Media. May 2007.

University of Texas at Austin

MA in Media Studies. Department of Radio-TV-Film. Expected December 2017.

Texas Christian University

BS in Radio-TV-Film, double minors in Religion & Political Science. Magna cum laude. May 2001.

University of British Columbia

Certificate in Web Analytics. December 2013.

WORK EXPERIENCE

Director of User Experience, MSNBC Digital | October 2015 – September 2016

- Contribute thought leadership and subject matter expertise in the areas of information architecture, interaction design, visual design, user experience best practices, user research, and online user behavior
- Led, mentored, inspired and develop a team of designers responsible for UX design, UI design, interactive and data visualization design, and visual design
- Led the customer-centric vision, strategy, and execution of the user experience design
- Worked closely with Product Managers to align the product development strategy with target audience needs, brand positioning, revenue goals, and team resources

Fellow, Blue Ridge Labs at the Robin Hood Foundation | June 2015 — August 2015

Summer Fellow for Social Innovation program affiliated with the Robin Hood Foundation.
Serve as

Visual/UX Designer on a MVP focused on the informal economy and built for low-income New Yorkers. Read more at labs.robinhood.org. Fellowship program has 8% acceptance rate.

Senior Interaction Designer/Usability Engineer, Ericsson | January 2015 – June 2015

Interaction design and usability engineering for Ericsson Cloud Manager and Ericsson Analytics Manager

Senior UX Designer, CNN Digital | August 2011 – January 2015

Responsible for creating intuitive and innovative interaction and navigation models across various platforms. Provided UX strategy, conception and design work including flows, IA, site maps, wireframes, prototypes, user research and usability testing

Noteworthy projects included:

- Mobile apps iterations and redesigns (iOS, Android, Windows)
- Elections 2012
- Long-form enterprise pieces
- CNN.com responsive redesign (launched January 2015)
- CMS integration and new features

User Experience Specialist, Centers for Disease Control and Prevention (CDC) | February 2011 – June 2011 (contract)

Atlanta, GA

Provided UX support and design across multiple platforms. Responsibilities included information architecture, wireframing, prototyping and stakeholder analysis.

- Strategic thinking and prototyping for new homepage and navigation systems for CDC homepage
- Remote usability testing of new proposed designs of homepage
- New homepage design increased engagement time and average page views per visit by 32% and 38% respectively

Fellow, GovLoop | September 2010 – December 2010

Washington, DC (contract)

Led general redesign of government-focused social networking site. Drafting of user personas, wireframes, process flowcharts and prototypes.

Fellow, Democratic National Committee | July 2010 – August 2010

Washington, DC (contract)

- Led design of first-ever Obama for America canvassing application for 2010 midterm elections. Duties included formative research, wireframing, Axure prototyping, usability evaluation and iterations.
- App received press coverage in [Mashable](#) and [The Daily Beast](#)

Social Media Consultant, Momsrising.org | December 2009 – May 2010 (contract) Virtual Planning social media campaigns for non-profit in association with organizers and Director of Communication.

User Experience Designer, Fiserv | May 2009-August 2009

Norcross, GA (contract)

Translated product requirements into functional prototypes, flow diagrams and site maps.

Wireframe

creation and modifications as well as documentation. Usability testing and evaluation. Gen Y research study for mobile applications.

User Researcher Intern, VMware | July 2007- December 2007

Palo Alto, CA (contract)

Conducted research design and usability testing for consumer line of virtualization software and translated these results into design recommendations

USER EXPERIENCE VOLUNTEER WORK

Co-Founder and Co-Programmer, Designing for Digital Conference

2014 - Present

Designing for Digital is a two-day conference packed with intensive, hands-on workshops and informative sessions meant to bring together museum and library colleagues working on user experience, discovery, design and usability projects, drawing expertise from the tech and education communities, as well as from peers. www.designingfordigital.com

UX Track Leader, Supernova South

February 2014 – October 2015

Served as curator of SouthWIRED's UX track at annual conference for 2 years. My job was to craft a cohesive and enlightening program based on submitted proposals. The biggest challenge was balancing both the novice and advanced practitioners that attend SouthWIRED. I also work with speakers to refine their presentations.

User Experience Designer, UX for Good

May 2013

UX for Good is an exclusive, first-of-its-kind user experience design event that promotes the value of design-minded thinking and generates solutions to charitable and social cause related challenges. www.ux4good.com

I was a designer in the May 2013 challenge in Vancouver, British Columbia. For this challenge, a team of designers interviewed stakeholders in the education system and brainstormed design solutions to further support social and emotional learning in the classroom.

User Experience Design Lead, Society for News Design/SND.org

December 2012 – December 2013

SND.org is The Society for News Design (SND) is an international organization for news media professionals and visual communicators – specifically those who create print/web/mobile publications and products. My role was to provide UX support for a responsive redesign. I helped formulate a content strategy plan, created responsive wireframes and suggested other UX considerations. www.snd.org