

Gita Woosley

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USER EXPERIENCE ARCHITECT

Dynamic and passionate User Experience Architect with more than nine-years record of achievement in creating successful web and mobile applications. Experienced in working collaboratively and reconciling the requirements of multiple stakeholders—including, but not limited to: marketing, product owner, technical, and legal. Employ skills and expertise to create engaging user interface that increases customer satisfaction and customer retention.

Skills & Expertise: requirements analysis, user journey, information architecture/ page flow, prototyping/ wireframing, interaction design, heuristic evaluation, usability testing, user scenarios, site maps, mobile, responsive design.

PROFESSIONAL EXPERIENCE

DDB Worldwide | New York, NY

2013 – Present

DDB is a highly ranked, worldwide advertising agency.

LEAD USER EXPERIENCE ARCHITECT

Client list includes: a top 50 'Fortune 500' insurance company, an international beauty brand, mobile / smart watch company, home appliance brand, and non-profit film festival.

- **Manage projects from strategy conception to production**, working with cross-functional teams including technical, analytics, and creatives. Typical deliverables range from user flows and information architecture to wireframes and functional specs.
- **Conduct site-wide audit of client's website**, which including, but not limited to, competitive analysis, web analytics, and heuristic evaluation. Apply findings to identify areas of opportunity in meeting client's business objectives, both from a quick-win and strategic perspective.
- **Mentored User Experience Architects** on UX methodologies and effective communication techniques.

DDB Worldwide | New York, NY

2012 – 2013

USER EXPERIENCE STRATEGIST

Client list includes: a top 50 'Fortune 500' insurance company, a sports governing body, a beauty brand specializing in teen skincare and a commodity brand.

- **Develop research strategy for qualitative testing**, including concept and usability testing.
- **Managed agency's design governance process for a top 50 'Fortune 500' insurance company**, reviewing and approving QA of all design deliverables work before client-handoff.
- **Conduct client and vendor presentation** on UX deliverables.

USAA | San Antonio, TX

2007 – 2012

USAA is a 24,000-employee, \$19B, full-service financial services provider serving military personnel and their families.

USER EXPERIENCE ARCHITECT I

As the project design lead, translated user requirements into intuitive and effective UI solutions. Responsible for delivering design timeline and budget estimates to project manager, creating information architecture and wireframes, collaborating with visual designers to create prototypes, partnering with qualitative research team to conduct usability tests, and coordinating projects through USAA's approval process. Ensured that design is in line with USAA's guidelines and contributed new standards to pattern library. Mentored junior User Experience Architects on UX methodologies and effective communication techniques.

- **Coordinated over forty projects through USAA's rigorous approval process**, which includes stakeholder, legal, web governance, and member executive review (MER) panel: ~90 % of projects were approved on first pass of reviews.
- **Successfully lobbied and secured research funding for home inventory innovation idea**. Idea scored 94 (out of 100) in member panel testing, the highest score tested to date.
- **Devised an effective advertising treatment for the Home Value Monitoring project** that received 15 times higher click-through rate than the average usaa.com ads.
- **Coordinated the creation of new usability process specifically designed for agile projects**, which shortened average lead-time for usability studies from three to one week.

- **Led web and smart phone user interface design work for the Home Circle project.** Since implementation, real estate related traffic on usaa.com has increased by 25-35% year over year. Project has not only increased new member acquisition by 550 per month, but also deepened the relationship of existing members by increasing the number USAA real estate products members acquire.
- **Analyzed results of usability testing to improve web design of mortgage rate alerts registration flow.** Alerts increased mortgage quote origination by 5,000 per month, 20% of which get converted to a mortgage product acquisition.
- **Accurately estimated costs of UI effort** and collaborated with developers/ testers to perform early QA on project work; several of my projects have won the IT Quality Cup (awarded monthly to on time/on budget projects).

USAA | San Antonio, TX

2007

USER EXPERIENCE ARCHITECT II

Assisted with UX design deliverables of usaa.com project.

- **Supported the extensive 4000 pages redesign of usaa.com.** Responsibilities included creating site maps, collaborating on web design improvements, and managing team of offshore developers in 4000 page usaa.com site redesign QA work over four week trip to India (24/6 schedule). Project resulted in stronger brand engagement which led to 7% jump in overall site traffic, a 10-20% traffic increase to most product acquisition pages as well as a 300% increase in traffic to the site financial planning tool.
- **Represented USAA and placed as runner-up winner in San Antonio AIR (Accessibility Internet Rally) competition** by co-designing/developing an Internet site for the visually and mobile impaired.

USAA | San Antonio

2006 – 2007

IT ASSOCIATE PROGRAMMER / ANALYST (Vendor Account Manager Role)

Managed relationships of USAA Bank IT Services with vendors, which includes Affinion Loyalty Group, West Interactive, Financial Technologies Inc., and The Federal Reserve.

- **Monitored vendor availability and performance;** provided status of vendor's performance to Bank executives.
- **Created vendor DR (disaster recovery) playbook and coordinated exercises,** validating effectiveness of procedures.

USAA | San Antonio, TX

2005 – 2006

IT APPRENTICE PROGRAMMER / ANALYST

Responsible for production maintenance of bank systems application, which includes system upgrades project work and return-to-service issue resolution. Service account liaison responsibilities include ensuring that service accounts are up to date and used properly.

- **Created process to manage service accounts for Bank department,** ensuring compliance with security policy and reducing outage time to customers. Process later adopted by other departments.
- **Organized Bank department learning lunches,** increasing awareness of banking business process within IT community.

EDUCATION & CERTIFICATION

BBA in Management Information Systems | Texas A&M University | College Station, TX

2001 - 2005

Innovator Certification | IC2 Institute, University of Texas | Austin, TX

2012