

# SYDNEY ARNOLD

## UX DESIGNER AND RESEARCHER

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## WHO I AM

I am a UX designer who loves getting into the weeds of research to challenge assumptions and identify key insights. I get excited to pinpoint and utilize data-driven decisions to empower designs. I love the insanely granular details of visual design and am constantly learning and evolving my skills so that I can tackle any challenge. I thrive in following a project from start to finish - from identifying the problem all the way to testing and implementing the design, I love it all. Oh, and I love 80's rock.

## EXPERIENCE

### UX RESEARCHER

Allied Solutions LLC  
April 2019 - Present

- Conduct and analyze qualitative research to empower the voice of the user and to identify friction points throughout the user's experience(s) across a variety of user roles
- Build, track, and analyze quantitative data through tools such as Google Analytics and Tag Manager to empower data-driven decision making
- Create and align on project strategies with UX strategists, product managers, and directors in order to communicate to stakeholders the desired goals and to mitigate risk

### DATA ANALYST

Indiana University Athletics  
June 2018 - May 2019

- Generate and analyze performance and fitness data to make data driven decisions for the coach to increase performance quality for each diver on the team
- Used and managed team technology and software products to record and store videos for trainings and competitions to advance performance for each diver

### DESIGN INTERN

Serve I.T. Nonprofit Clinic  
Team Lead | May 2015 - May 2017

- Led and directed client-facing teams of 6-8 members to help nonprofit organizations create and manage a website through web design and visual design
- Managed and led teams comprised of designers and developers in a collaborative, Scrum-based setting in order to research, design, and produce a website to better promote and inform a specific nonprofit

## EDUCATION

### MS Human Computer Interaction Design

May 2019 | Indiana University

### BS Informatics | Graphic Design

May 2017 | Indiana University

### BS Minors

Human Centered Computing, Dance

## RESEARCH

### METHODS

User Interviews  
Affinity Diagramming  
Contextual Inquiry  
Storytelling  
Personas  
Surveys  
Co-Design Workshops  
User Journey Mapping

### TOOLS

UsabilityHub  
Google Analytics  
Google Tag Manager  
Excel  
WalkMe  
Qualtrics

## MISC

JIRA  
Asana  
HTML / CSS  
PowerPoint  
WordPress

## HOBBIES

80's Rock Enthusiast  
Ballroom Dancer  
Wine Connoisseur  
Full-Time Dog Owner / Lover  
Dedicated Neat Freak

## DESIGN

### METHODS

Rapid Prototyping  
Wireframes  
Usability Testing

### TOOLS

Sketch  
Adobe XD  
InVision  
Craft  
InDesign  
Illustrator  
Photoshop