

# Raymond Ayers

## UX Designer

### experience

#### UX Designer

MediaBEAM GmbH  
08.2020 -

*Furnished UX guidance and deliverables for white-label cloud based SaaS serving B2B and B2C clients, including international telecommunications services*

- Created UX Strategy to increase UX Maturity from level 1 to 3 (Nielsen)
- Increased user feedback 90% via implementation of continuous UX Discovery
- Planned and executed "living" competitor analysis document
- Set UX Goals via measurable business and project outcomes
- Provided mixed methods research to uncover actionable users insights
- Created Research Repository for access of research efforts
- Unified team via user stories, personas and user journey maps
- Determined information architecture and created site maps
- Designed wireframes and prototypes
- Conducted usability tests with test plan and report creation
- Supported team during large scale customer integration

#### UX Designer

UX Consultant  
03.2020 -

*Provided UX Consultancy services to multiple businesses across various sectors including healthcare / cyber compliance, raw-materials handling and sound subscription services*

- Creation of distinct UX Strategies within the Design Thinking framework, providing suitable deliverables catered to specific business needs
- Alignment of UX goals via Stakeholder interviews and meetings
- Delivered presentations for client acquisition and stakeholder project status
- Furnished generative and evaluative research to define user groups, user behaviors and pain points
- Performed in-depth Task Analysis of multiple defined user group flows spanning email, document and web portal
- Produced User Flows, User Journeys, Wireframes and Prototypes

#### UX Designer

Finch - Case Study  
Timeframe: 4 Months

*Created responsive mobile-first e-wallet Web app*

- Engineered multi-process strategy within the UCD Framework
- Provided solutions using generative and evaluative research methods & analysis, including Competitive Analysis and Product Friction Analysis
- Rendered low, mid and high-fidelity prototypes
- Executed usability and preference tests with completed Usability Test Report
- Authored Design Documentation and Design Language System

#### Opera Singer

Worldwide  
2004 - 2020

*Leading baritone at classical theaters Worldwide*

- Collaborated in large, fast paced multi-team environment to launch medium and large scale productions at regional and national performance venues
- Generated user-centric research methods to discover detailed user motivations and pain points
- Supplied multi-level problem solving from initial stages to finished product

My unique background enables deeply empathetic, user centric designs through collaboration, communication and critical thinking.

### contact

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Hampstead, NH / Münsterland, DE

### education

UX Immersion Bootcamp @ CareerFoundry 2021

Web Developer Bootcamp @ Udemy 2020

MM @ Manhattan School of Music c.l. 2004

BM @ Rider University c.l. 2001

### soft skills

- Positive Collaborator
- Critical Observer & Thinker
- Empathetic Problem Solver
- Interpersonal Communicator
- Deutsch (fließend), English (native)

### technical skills

- User Centered Design / Design Thinking
- UX Strategy Development and Implementation
- Mixed Methods User Research
- Usability Testing & Analysis
- Wireframing / Prototyping
- Personas / User group definition
- Competitive Analysis
- Task Analysis
- Information Architecture
- Web Development
  - HTML
  - CSS
  - Javascript
  - Python

### tools

- Figma
- Sketch
- Marvel
- InVision
- Balsamiq
- Miro
- UserTesting
- LucidChart