CAITLIN COSBY

UX RESEARCH & DESIGN

CONTACT

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CAITLINCOSBY.COM

SUMMARY

A passionate advocate for the user with the belief that a user-centered design process leveraging data and empathy can solve almost any problem. Experienced with collaborating in-person and remotely with teams of researchers, designers, engineers, and stakeholders. Able to connect ideas, data, and people in unique and powerful ways.

Also has previously worked on a sheep farm in Norway.

EXPERIENCE

EXPERIENCE DESIGNER - *MERCEDES-BENZ USA*
PUBLICIS.SAPIENT | JAN 2019 - PRESENT

- Designing digital solutions to improve online engagement and enhance the shopping experience
- Conducting quantitative and qualitative research including user interviews, journey and persona creation, competitive analyses and consultations with data science
- Created wireframes and prototypes, as well as usability testing plans, in addition to presenting to stakeholders
- Worked on features such as the MB Configurator, New Vehicle Inventory, Special Offers, e-commerce, and other site-wide enhancements

EDUCATION

GENERAL ASSEMBLY
USER EXPERIENCE IMMERSIVE | SUMMER 2017

JAMES MADISON UNIVERSITY
BA | ANTHROPOLOGY | 2007 - 2011

SKILLS

- User Interviews & Testing
- Usability Testing
- Research Synthesis
- Survey Design
- Journey Mapping
- Persona Creation
- Content Strategy
- Wireframing
- Prototyping
- Competitive Analysis
- Stakeholder Presentations
- Agile Work Practices
- Moderation
- Leadership & Storytelling

TOOLS

- Figma
- Sketch
- AEM
- Invision
- Google Suite
- Microsoft Suite
- JIRA/Confluence
- Mural