

PROFILE

UX professional with 12+ years of business and marketing experience. Natural leader with proven relationship-building abilities and motivating collaborative team efforts. Successful at strategically conceptualizing and executing business strategy by utilizing UX concepts and Design Thinking and driving engagement and operational improvements through well-designed and coordinated tactical plans. Demonstrated knowledge of business strategy and revenue development. Business, marketing, research, and design experience across a wide variety of verticals and industries, mostly notably immersive reality (VR, AR, etc.) digital marketing, insurance, medtech/healthcare, sustainable energy, and wayfinding.

UX RESEARCH & DESIGN EXPERIENCE

Usable Designs - UX Strategy Consultant

November 2018-Present

Evaluated all platforms, systems, and services across a medical transport company to create cross-functional flows and effectively facilitate the move from call-based to IVR based services

- o Assess current internal systems and processes by using various UX methods (i.e. stakeholder and employee interviews, ethnographic research, employee surveys, etc.)
- o Assess current outward facing products and services using various UX methods (i.e. expert reviews, user interviews, usability studies, etc.)
- o Create unified business strategies using Design Thinking principles and proven business concepts and strategies

Bentley University Immersive Design Lab - UX Researcher November 2017-Present

Published important research on practical and novel uses for Immersive Reality

- o Formulate new study ideas through research and networking
- o Design and implement research studies
- o Write papers and articles to publish results and findings

Virtual Vision - Lead Designer/Owner

January 2015-December 2017

For an in-person focused insurance company, increased Google views by ~100%, Google actions by ~50%, and website visits by almost 200% within 6 months

- o Identify and obtain new clients
- o Conduct UX research to determine best Immersive Reality experience options
- o Create and deliver Immersive Reality experiences

BUSINESS & LEADERSHIP EXPERIENCE

Eric Robicheaux Enterprises – Business Consultant-2011-2018

Propel Marketing - Regional Sales Director-2015

Wellness Plus (DBA Snap Fitness) - Owner/Operator- 2011-2014

Patriot Energy Group - Business Consultant-2009-2010

Movero Technology/Gold Standard - Regional Director of Sales & Training-2008-2009

TOP SKILLS

Design Thinking | UX Strategy | Research | UX/UI Design | Strategic Planning | Problem Solving | Decision Making | User Testing | Information Architecture | Leadership | Team Building | Relationship Building | Consulting | Data Analysis & Research | Business Ethics | Organizational Culture

EDUCATION

Bentley University- Master of Science: Human Factors in Informational Design – 2019

Louisiana State University-Bachelor of Arts:

English, Psychology, Sociology - Cum Laude 2006

Louisiana School for Math, Science, And The Arts LSMSA Diploma of Humanities – 2002

CERTIFICATES

New York Film Academy @ Harvard University Film and Digital Filmmaking – 2009

Hoffman Center for Business Ethics

Managing Ethics in Organizations – 2018

PUBLICATIONS & APPEARANCES

“Worth a Thousand Words,” *Energy Research & Social Science Journal*, Sept 2020

Course Instructor: “How to get businesses to approve your UX requests,” UXPA International Conference, 2020

TOP HONORS & LEADERSHIP

- Graduate Award for Business Ethics; Hoffman Center for Business Ethics, Waltham, MA
- John W. Barton, Sr. Community Leadership Fellow; Forum 35, Baton Rouge, LA
- International Society of Philosophical Enquiry (ISPE)
- Louisiana State University Chancellor's Young Leaders in Research; LSU, Baton Rouge, LA
- Robert A. Alost Louisiana School Hall of Fame; Louisiana School for Math, Science, and the Arts, Natchitoches, LA