

STACIE SHELDON

734.732.1911

stacie@devilspaw.com

staciesheldon.com

linkedin.com/in/staciesheldon



SENIOR UX RESEARCHER & DESIGNER

EDUCATION

BACHELOR OF ARTS / LITERATURE

Michigan State University

AWARDS

OUTSTANDING TEAMWORK RECOGNITION

Ford Customer Service Division

EMPLOYEE OF THE YEAR

Washtenaw County

OUTREACH

BOARD OF DIRECTORS, AMERICAN INDIAN SERVICES

Lincoln Park, Michigan
2007 - Present

MENTOR, TECH GIRLS

U.S. Department of State
2017 - 2019

PRESIDENT, NATIVE AMERICAN STUDENT ASSOCIATION

Eastern Michigan University
2006 - 2008

BIG SISTER, BIG BROTHERS, BIG SISTERS OF AMERICA

Washtenaw County
2001 - 2007

CO-FOUNDER, TECHNICAL DIRECTOR, OJIBWE.NET

2006 - Present

PROFESSIONAL PROFILE

Passionate user experience researcher and designer, published author, mentor, and American Indian language advocate with experience working with Fortune 500 companies as well as national non-profits. I make products perform better for businesses — and humans! — through empathic design and end-user advocacy.

EXPERIENCE

DIRECTOR, USER RESEARCH AND EXPERIENCE

Echo&Co / Oct 2017 - Apr 2020 / echo.co

Clients include ASPCA, Operation Smile, Boston College, Museum of Fine Arts, National Education Association, Princeton University Libraries, Harman Kardon, and more.

- Strategic project planning, product visioning using Design Thinking process, workshop facilitation, and stakeholder interviews
- Produced Product Strategy Briefs, Communication Models, and other forms of UX Strategy work
- Created sitemaps, wireframes, and functional specifications for both content-managed websites and complex software systems
- Visualized design interactions and structured user research with prototyping tools
- Designed, planned, conducted, and analyzed user research (surveys, ethnography, interviews, etc.)
- Contributed to business development (pitch meetings, engagement design, estimating, resourcing, etc.)
- Provided thought leadership, mentoring, and coaching in User Experience for clients as well as within the organization

VICE PRESIDENT, USER EXPERIENCE ARCHITECT

GTB, formerly Team Detroit / Feb 2008 - Sept 2017 / gtb.com

Clients included Ford Motor Company, Quick Lane, Johnson Controls, The Greening of Detroit and WDET.

- Collaborated with clients and Digital Strategists to create award-winning user experiences for Ford.com, Ford business-to-business applications, e-commerce and SYNC websites
- Designed usability test plans and led both in-person and remote user research studies (card sort studies, A/B testing, intercept testing)
- Developed brand strategy documents and resourcing plans
- Created sitemaps, wireframes, functional specifications, and interactive Axure wireframes and prototypes
- Produced competitive and heuristic analyses
- Customized information for Search Engine Optimization
- Participated in agile product planning workshops

SENIOR INFORMATION ARCHITECT

Ceridian HCM, formerly Leade Health / Jul 2005 - Feb 2008 / ceridian.com

KEY SKILLS

Heuristic Analysis
Card Sort Studies
Ethnographic Research
Usability Testing
User Interviews
Survey Design
Design Thinking
User Journeys
Flowcharting
Workshop Facilitation
Wireframes
Persona Development
Stakeholder Interviews
Responsive & Adaptive Design
Prototyping
SEO
Google Analytics
Sketch
Axure
Adobe Creative Suite
Wordpress Management

INFORMATION ARCHITECT / FRONT-END DEVELOPER

University of Michigan Center for Health Communications Research / Oct 2003 - Apr 2005 / chcr.umich.edu

PROGRAMMER ANALYST I/II

Washtenaw County / Jan 2001 - Oct 2003 / ewashtenaw.org

WEB PRODUCER

Fry Multimedia / Jan 2000 - Nov 2000

COMPUTER SYSTEMS SPECIALIST I

Institute for Continuing Legal Education / Sept 1998 - Nov 1999 / icle.org

COMPUTER PROGRAMMER

H-Net, Humanities & Social Sciences / Sept 1995 - Jul 1997 / networks.h-net.org

PUBLICATIONS & PRESENTATIONS

SKETCHING UX: DESIGNING A HOMEPAGE WORKSHOP

Presenter & Mentor / Hack(her)413 Hackathon / February 2020

Designed and facilitated a Design Thinking UX workshop for students at the Hack(Her)413 hackathon at the University of Massachusetts, Amherst.

<https://www.hackher413.com>

UX HEROES & VILLAINS

Author / Echo&Co Advice / May 2019

A how-to on how storytelling can be used to improve product design.

<https://echo.co/advice/ux-heroes-villains>

HOW TO PRACTICE EMPATHY IN YOUR UX WORK

Author / Echo&Co Advice / September 2018

People are the heart of true UX practice. This article explains how empathy can be applied to a UX practice.

<https://echo.co/advice/how-practice-empathy-your-ux-work>

EMPATHY MAPPING TO PRACTICE INNOVATION

Presenter / 2018 Nonprofit Technology Conference / April 2018

This presentation focused on empathetic methods to help organizations refine their vision and advance their mission and work.

BEBIKAAN-EZHIWEBIZIWINAN NIMKII: THE ADVENTURES OF NIMKII

Author / Waub Ajijaak Press / July 2020

Bilingual (English and Ojibwe) children's book.

WAASAMODIBAAJIBIGEMAAZOYING: BRIGHT LINES OF STORY IN SONG

Co-Author / Studies in American Indian Literatures / Spring 2017

This scholarly article features Ojibwe language revitalization work in the digital realm with a focus on songs.

<https://muse.jhu.edu/article/659892>

NOONGWA E-ANISHINAABEMJIG: PEOPLE WHO SPEAK ANISHINAABEMOWIN TODAY

Presenter / Anishinaabemowin Teg Conference / March 2011

This presentation focused on the community outreach and impact of Ojibwe.net.