

# STACIE SHELDON

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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 - 2020

### MENTOR, UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION

*Virtual Summer Project*  
Summer 2020

### 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*

## 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

### SENIOR UX STRATEGIST & RESEARCHER

Plex / Jun 2020 - Present / [plex.com](https://plex.com)

*Plex Manufacturing Cloud is a SaaS or cloud application ERP that manages manufacturing processes for over 1500 manufacturing facilities in nearly 30 countries.*

- Strategic project planning, product visioning using Design Thinking process, workshop facilitation, and stakeholder interviews
- Produce Product Strategy Briefs, Communication Models, and other forms of UX Strategy work
- Design, plan, conduct, and analyze multi-method user research (surveys, ethnography, interviews, etc.)
- Contribute to organizational UX maturity (advocacy for tools, mentoring, setting up best practices, etc.)
- Provide thought leadership, mentoring, and coaching in User Experience within the organization

### DIRECTOR, USER RESEARCH AND EXPERIENCE

Echo&Co / Oct 2017 - Apr 2020 / [echo.co](https://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 - Sep 2017 / [gtb.com](https://gtb.com)

2001 - 2007

## CO-FOUNDER, TECHNICAL

### DIRECTOR, OJIBWE.NET

2006 - Present

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## 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

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*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](http://ceridian.com)

## INFORMATION ARCHITECT / FRONT-END DEVELOPER

University of Michigan Center for Health Communications Research / Oct 2003 - Apr 2005 / [chcr.umich.edu](http://chcr.umich.edu)

## PROGRAMMER ANALYST I/II

Washtenaw County / Jan 2001 - Oct 2003 / [ewashtenaw.org](http://ewashtenaw.org)

## WEB PRODUCER

Fry Multimedia / Jan 2000 - Nov 2000

## COMPUTER SYSTEMS SPECIALIST I

Institute for Continuing Legal Education / Sep 1998 - Nov 1999 / [icle.org](http://icle.org)

## COMPUTER PROGRAMMER

H-Net, Humanities & Social Sciences / Sep 1995 - Jul 1997 / [networks.h-net.org](http://networks.h-net.org)

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## 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.

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**RELATIONS & IDENTITIES: TELLING THE STORY OF THE GREAT LAKES  
WATERSHED WITH MAPBOX**

*Presenter / 2020 Indigenous Mapping Conference / November 2020*

This presentation showcased our work building an interactive map of the current Anishinaabe tribal diaspora in both the US and Canada as well as the Great Lakes Watershed. The goal of the map is to serve as a policy-making tool to protect water resources.

<https://www.indigenoumaps.com>

**BEBIKAAN-EZHIWEBIZIWINAN NIMKII: THE ADVENTURES OF NIMKII**

*Author / Waub Ajijaak Press / October 2020*

Bilingual (English and Ojibwe) children's book. The book is intended to start conversations between children and adults. Learners will notice the book provides a basic introduction to most of the things that make Ojibwe unique in an interactive format.

<https://www.waubajjaak.org/shop>

**WAASAMODIBAAJIBIIGEMAAZOYING: 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.