

Traci Vaughan

User Experience Designer

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tracivaughan.com

HIGHLIGHTS

Extensive experience creating wireframes, user flows, site maps, prototypes, and site specifications based on user-centered design principles

Flexible skill set with experience effectively collaborating with others at all stages of a project, including end users, product owners, developers, and QA

Ability to translate complex processes and requirements into clear, accessible, easy-to-use interfaces that meet business and user needs

EXPERIENCE

User Experience Design Coordinator, AITS, University of Illinois System (2014 - present)

Introduced user testing and user-centered design concepts to the IT unit responsible for enterprise-level applications and systems used across three campuses

Created wireframes, site flows, UI design, and functional prototypes for a variety of enterprise systems including two-factor authentication set-up, identity and access management, new employee onboarding, research funding and compliance, and more

Improved UX of a variety of web and mobile applications used by more than 110,000 employees and students, resulting in improved ease of use, higher customer satisfaction, and greater compliance with business policy

Conducted heuristic analyses, usability tests, and focus group sessions to identify priorities for application improvement

Developed a variety of prototypes for rapid user validation, for both in-person testing and remote usability sessions

Created visual artifacts throughout a project's development, helping to capture business priorities, user objectives, and app/site design specifications

Focused on designing systems for accessibility, specifically WCAG 2.0 and Section 508 compliance, so applications are intuitive and usable for all users

Conducted client and user interviews and analyzed site data to define scope, objectives and metrics for projects

Helped recraft the organization's software development lifecycle and promoted the value of a user-centered design philosophy

SKILLS & DELIVERABLES

Heuristic evaluation, stakeholder interviewing, user analysis, user stories and personas

User interviews, usability test scripts and reports, remote and in-person usability tests

Wireframes, journey maps, user flow diagrams, prototypes from low-fidelity sketches to high-fidelity coded UIs

Information architecture, card sorting, tree tests, user interviews

UI design from sketches to code, including component specifications, template design and guidelines, style guides

Accessibility evaluations

TOOLS

Sketch and Figma for sketching user flows, wireframes, site specifications, interface design

Invision and Justinmind for early prototyping

Miro and Mural for capturing workflows, journey maps, and requirements

HTML, CSS, Javascript for UI prototyping and frontend development specifications

CSS libraries and frameworks for demonstration sites and templates

EXPERIENCE

Team Lead and Web Development Specialist, College of ACES, University of Illinois at Urbana-Champaign (2001-2014)

Primary UX designer and project manager for in-house web development group serving 9 academic departments and over 30 offices, units and programs

Developed websites that measurably increased student recruitment and audience engagement, increased institutional fundraising, and saved staff time in advising and tracking academic progress

Created wireframes, site maps, prototypes, and site specifications

Collaborated with UI designers and developers to create attractive, functional sites that were technically feasible and easy to maintain

Information Architect, Office of Business and Financial Services, University of Illinois System (1998-2001)

Developed content inventories for information-rich sites; defined taxonomy and navigation systems, site maps and page structure

Created user personas based on data from extensive surveys and user interviews

ADDITIONAL ACTIVITIES

Assorted short-term freelance projects including mobile application UX design, UI/UX design with Wordpress implementation, and usability testing

EDUCATION

M.A., Speech Communication

University of Illinois, Urbana-Champaign
Focus on persuasion and corporate advocacy

B.S., Communication Arts

Appalachian State University, Boone, NC
Public relations concentration