

VENISHA HENRY

EXPERIENCE DESIGN RESEARCHER

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SKILLS

RESEARCH METHODS

- Data-Driven Research
 - Conducting Interviews & Surveys
 - Affinity Mapping
 - Story Boarding
- User-centered design processes
 - Personas
 - Usability Testing
 - Moderated
 - Unmoderated
 - Intuitive Design

DESIGN METHODS

- Interaction Design
- Visual UI Design
- Data Visualization
- Information Architecture

TOOLS

Research

- UserTesting.com & UserZoom.com
- Survey Monkey & Google Surveys
- PollEverywhere.com
- Miro & Mural
- Hotjar

Design

- Sketch
- InVision
- Adobe Creative Suite
- HTML/CSS/JavaScript
- MailChimp
- Keynote
- Microsoft Office

AWARDS & CERTIFICATIONS

- Dr. Che-Tsao Huang Communications Technology Award
- Google Analytics Advanced

EMPLOYMENT HISTORY

Experience Design Researcher

Ogilvy & Mather (February 2021- Present)

- Identifies and prioritizes research questions based on analysis of existing product designs and business needs.
- Develops discussion guides and surveys for moderated and unmoderated usability tests.
- Uses qualitative and quantitative research methods to provide insights to inform both strategy and tactical design decisions.
- Communicates findings across cross-functional teams to validate design decisions.

Experience Design Researcher Intern

Ogilvy & Mather (June 2019 - August 2019)

- Conducted experience design research including user interviews and usability testing.
- Created new application features based on insights from research.
- Communicated results and prototype suggestions in compelling InVision and Keynote presentations.

Communications & Social Media Assistant

CUNY York College (October 2018 - Present)

- Leading content curation: creating engaging, relevant and goal-driven campaigns for social platforms and website blogs/newsletters.
- Monitor trends in social media tools, applications, channels, design and strategy.

EDUCATION

CUNY The City College of New York

MPS in Branding Integrated Communications
GPA 3.8

Expected June 2022

CUNY York College

BS in Communication Technology

GPA 3.8

Received June 2020