

Maria Ines Garcia

145 Franklin Street #2 | Arlington, MA 02474 | 617-240-7359 | garciamaria@gmail.com | www.migarcia.com

Summary

I am a versatile user experience professional with 10 years of experience serving as an end-user advocate for software and products. Currently, I work at SimpliSafe as the Lead User Experience Designer where I am applying user research practices, creating high and low fidelity prototypes, and working closely with agile development teams.

Competencies: prototyping (Axure, Balsamiq, Omnigraffle), user research, usability testing, remote user research, focus groups, contextual inquiry, survey design, competitive analysis, storyboarding, mobile design, html, css

Experience

SimpliSafe, Boston, MA

2017 to Present

SimpliSafe is the top rated, award-winning, self-installed home security system.

User Experience Lead

- Design user flows for newest version of the home security hardware, doorbell and mobile products.
- Perform user research for upcoming products
- Created top-rated user experience for home security according to cnet.
- Performed usability testing on installation process for the newest generation of SimpliSafe products.

Sparta Systems, Hamilton, NJ

2013 to 2017

Sparta Systems provides software that logs and tracks quality assurance and compliance issues and the efforts organizations take to correct them.

Senior User Experience Designer

- Developed a user-centered network strategy to advance Sparta's Quality Business Network.
- Designed and created a cohesive User Experience across all of Sparta's products including its new cloud platform and mobile interfaces.
- Applied Lean UX principles to Agile development process and collaboratively created requirements for projects. Worked closely with developers and business analysts throughout the development process to incorporate UX findings into products.
- Developed a UI pattern library for more rapid development.

OptumInsight, Basking Ridge, NJ

2010 to 2013

OptumInsight - previously Ingenix - specializes in technology services, information, analytics, business services and consulting for the health care industry.

Senior User Experience Strategist & Team Lead

Managed team of four Senior User Experience Analysts and served as a consultant for UnitedHealthcare's consumer portal site, myuhc.com

- Developed user research plans and user-centered design strategies for potential clients as part of sales process
- Researched consumer behavior surrounding treatment decision-making using intercept surveys, large-scale traditional surveys, and focus groups

- Created wireframes for new site features and mobile version myuhc.com
- Introduced unmoderated usability testing (UserZoom) to provide metrics for a Provider Search upgrade

MISI Company, Woodbridge, NJ

2009 to 2010 (Contract)

MISI Company provides experience design consulting services.

Experience Architect

Performed research on current mobile trends and behaviors for a leading pharmaceutical company.

- Developed intercept survey and analyzed results
- Created script and moderated interviews of physicians and patients
- Researched trends in mobile websites and applications relevant to the pharmaceutical industry

Verizon Telecom & Wireless, Waltham, MA

2008 to 2009 (Contract)

Verizon Telecom provides wired phone service, high-speed Internet access, and digital television service. Verizon Wireless is the nation's top mobile phone service provider.

Human Factors Consultant

Developed early stage project ideas in "incubator" phase of Verizon Telecom and Verizon Wireless.

- Performed competitive analyses and prototyped potential interfaces for FiOS television products
- Created wireframes for potential FiOS television interactive offerings
- Developed surveys to test viability of proposed products and created usability test plans
- Performed expert reviews of wireframes for both mobile and web interfaces of advanced calendaring and address book syncing system for Verizon Wireless customers

Vlingo Corporation, Cambridge, MA

2007 to 2008 (Contract)

Vlingo provides speech to text solutions for mobile devices.

Usability Engineer

Improved the user interface of voice-enabled mobile phone applications on feature phones and BlackBerry devices using user-centered design practices, including performing usability tests, developing surveys and performing heuristic reviews of interfaces.

Education

Bentley University, Waltham, MA

2009

MS with distinction, Human Factors in Information Design

Harvard University, Cambridge, MA

2000

AB, cum laude in Biology

Skills

- Wireframing and Prototyping: Axure, Visio, OmniGraffle, InVision
- Software: Adobe Creative Suite, Microsoft Word, Excel, Powerpoint, SAS, Morae, Sketch
- Web Development: MySQL, PHP, HTML, CSS
- Fluent in Spanish and conversant in French and Italian.