

LEANNA GINGRAS



My ultimate goal is to make artful, positive contributions to the difficult and exhilarating task of being a human.

UX STRATEGY

User Research: 8+ years

Product Design: 5+ years

CONTACT

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www.leannagingras.com

SELECTED EXPERIENCE

User Experience Program Manager

May 2014 - August 2016 | LiquidPlanner

Built a kick-ass design team, implemented a sustainable qualitative and quantitative research program, successfully fostered a strong culture of cross-functional collaboration, and gave project teams the tools to create valuable, useful product improvements. Results included increased sales, increased retention, and improved usage metrics.

Senior User Experience Designer

September 2013 - April 2014 | LiveAreaLabs

Worked with creative and development teams to envision and bring e-commerce to life. Delivered complex taxonomies, tech-aware wireframes, and user research within tight budgets and tight timelines. Clients include Columbia Sportswear Company, Hancock Fabrics and Fender Guitars.

User Experience Architect

May 2012 - March 2013 | Garrigan Lyman Group

UX lead on cross-functional teams of analysts, designers and developers to deliver web, mobile and cross-channel experiences. Led collaborative client workshops to create user experience journey maps and strategic roadmaps. Clients included T-Mobile and Rick Steves.

User Research Coordinator

March 2010 - April 2012 | ITHAKA

Initially hired as a User Experience Specialist, and then quickly promoted to this position due to exceptional service. Planned, managed and executed a wide range of research including usability testing, ethnography, and longitudinal studies in order to provide designers and business stakeholders with strategic insights and design solutions. Used personas, information radiators and other creative methods to socialize and normalize user research throughout the organization.

EDUCATION

University of Michigan, 2009. Master of Science in Information, Human-Computer Interaction

Michigan State University, 2007. Bachelor of Arts in Philosophy

PROFESSIONAL HIGHLIGHTS

Instructor, School of Visual Concepts (2014-current): User Experience 1 Class

Presenter, Interaction12 and MidwestUX 2012: "The Craft of UX"

Author, Interactions Magazine, 2012: "In Defense of Doing it the Hard Way"

Presenter, IA Summit 2011: "Up Your Game"

Presenter, IUE 2011: "Growing Pains: Launching our First Longitudinal Study"