

Brinda Cockburn

404.538.5971 ~ www.bcockburn.com ~ brindacockburn@gmail.com

UX Research & Design

UX Methods

User Research & Testing
Personas
Storyboarding & Journey Maps
Design Thinking Methodology
Lean /Agile UX
Mentoring

Design Skills

UX Strategy
Interaction Design
Information Architecture
Content Strategy
Wireframes & Flows

Prototyping Tools

Sketch
Invision
Figma
Axure
Photoshop

Experience

UX Lead – Banking Mobile App / Responsive / Conversational Banking
NCR | Atlanta January 2018 - August 2020

Provided UX strategy and design for the banking mobile app (averaging a 4.7 rating in Apple/Google stores) and responsive Web across 600+ financial institutions serving 12 million U.S. consumer and business end-users.

- Collaborated with a cross-functional team to create holistic experiences for the iOS/Android mobile apps and Web.
- Advocated for our diverse customer base with hard data and in-depth research to help meet their unique needs.
- Partnered with the Research team to drive research questions and strategy.
- Used storytelling, facilitation, and insights about our banking end-users to create empathy and guide product teams.
- Created wireframes, flows and low-fidelity prototypes to deliver relevant and simple solutions for the right problems.

Senior UX Architect – Enterprise Solutions
Home Depot | Atlanta August 2016 - January 2018

Conducted research, design solutions and measurement to improve enterprise software and systems.

- Produced low fidelity screen designs to test concepts and assumptions.
- Provided actionable recommendations to cross-functional teams.
- Guided and mentored junior team members in research and prototyping.

Sr. Manager User Experience

Altisource Technologies | Atlanta November 2012 - May 2016

Established and inspired a team of 5 UX designers to improve real estate sites with 1,000 daily bid/buy transactions. (Hubzu.com, Owners.com)

- Championed UX best practices within the organization to influence the roadmap and continuously improve the products we offered.
- Leveraged research and analytics insights to build a better experience.
- Raised the quality bar for UX-design through facilitation and workshops.
- **Increased visit-to-buy ratios:** Bids increased 84% with a 100% increase on mobile and 56% on tablet within first four months of product launch.

Brinda Cockburn

UX Research & Design

404.538.5971 ~ www.bcockburn.com ~ brindacockburn@gmail.com

Awards

2012 Best of Show

UX Design Awards NYC for

Bloomberg 'Anywhere' App

Publications

Validating UX with Big Data

Published on LinkedIn

March 2017

Professional Associations

IXDA (Interactive Design Association) - Atlanta/NYC

User Research Atlanta Meetup

Mobile UX Architect

Mobients | New York City February 2011 - September 2012

Contributed to improving the professional Bloomberg iPhone/iPad 'Anywhere' mobile app experience serving 350,000 professional subscribers worldwide.

- Facilitated and led workshops with internal and Bloomberg teams to align business needs with user expectations for the mobile and tablet apps.
- Conducted Contextual Inquiries, moderated interviews and field research with professional terminal users.
- Designed and validated interfaces throughout iterations founded on usability testing and analytics feedback.

UX Lead/Senior Information Architect

Sapient-Razorfish | Atlanta July 2004 - February 2011

Researched, designed and prototyped more approachable and valuable experiences for B2B and B2C Fortune 500 clients.

Portfolio: Home Depot, AT&T, State Farm, Burt's Bees, Belk stores.

- Produced information architecture and interface design for Web and kiosk.
- Developed personas, storyboards and wireframes for large-scale solutions.
- Conducted primary and secondary research.
- Supported business development efforts to provide advice on UX initiatives.

Senior Information Architect

Choicepoint | Atlanta July 2004 - February 2011

Helped major government clients including U.K. Inland Revenue, U.S Immigration & Naturalization among others, tap into the value of user-centered design for citizen-facing applications.

Education

M.S. Information Design & Technology

Georgia Institute of Technology

B.A. Interior Design

Florida State University