

August 17, 2015

Greetings,

I am writing to express my interest in doing freelance UX research for XXXXXXXX at the suggestion of XXXXXXXX, one XXXXXXXX Senior UX Researchers. I am a UX and design researcher with four years of experience in agency, freelance and internal roles. The focus of my work includes qualitative methods and approaches for formative and evaluative research, concept/prototype testing, user research, and product/web usability testing. My methods tool kit includes interviewing, contextual inquiry, ethnography, usability testing, remote research, and survey design. In addition to my technical skills and knowledge of the user-centered design process, I have extensive experience in project management, project scoping and proposal writing, screening and recruiting, and stakeholder/client interaction.

Most recently, I was the lead UX Researcher at SpendWell Health, a Cambia Health Solutions start-up in Portland, OR (I was laid off in July due to budget cuts.) My work involved implementing SpendWell's research efforts to create e-commerce health care services platform for health care seekers, providers, employers and health plans. My work focused primarily on usability and user research as well as collaborating and consulting with key stakeholders (Marketing, Operations, Sales, etc.) Results and recommendations directly influenced the UX design and usability of SpendWellHealth.com and the overall product roadmap, helped to align and focus the efforts of business teams, and helped create a more user-centered company.

Specific projects included usability and UX of shopping for health care services; content, features and functionality of SpendWellHealth.com; usability and UX of registering a provider account; provider marketing and communication; and refining the SpendWell service catalog. Deliverables included design and strategy recommendations, requirements prioritization, reports, presentations, and data for the development of personas and journey maps.

In my previous agency/freelance roles (working for clients such as Intel, Jaguar Land Rover, Dell, Autodesk, and The Urban Child Institute), I did formative and evaluative research for medical terminology software design; small business technology; hardware optimization; peripherals (e.g., styluses); mobile device productivity; photo editing software; 3D camera technology; software developer outreach; in-vehicle infotainment (IVI) systems; and community health outreach. In my work at State Farm, I conducted research on insurance agent sales practices; customer segmentation; organizational communication; online insurance cross-sell; StateFarm.com mobile app/website UX; online insurance calculators; and renters and homeowners insurance customer experience, and provided research consulting to internal business teams across the company.

As a researcher, I am passionate about understanding people and their lives and needs, building better products, creating meaningful experiences, and helping organizations be successful through data-driven design. XXXXXXXX strikes me as an organization that shares these values, and I look forward to discussing potential opportunities to work together.

Thank you very much for your time and consideration.

Amy Santee

PS While I am based in Portland, OR, I am open to US and international travel.