

# BRITTNEY POSTERNOCK

UX Researcher and CX Consultant

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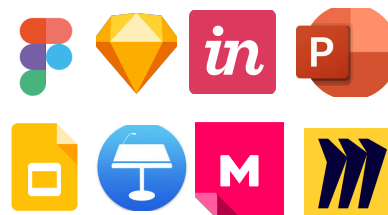
## SKILLS

Workshop Facilitation  
Qualitative Research  
Prototype/Usability Testing  
Stakeholder Presentations  
Research Synthesis  
Service Design  
Research Planning

## EDUCATION

**West Virginia University**  
B.A. Business  
**General Assembly**  
UX Immersive (500 hours)  
Visual Design (40 hours)  
Digital Marketing (40 hours)  
**Facilitation**  
ThinkWrong (24 hours - SolveNext)  
Voltage Control Masterclass (16 hours)

## TOOLS



### **Motivf - Facilitation Consultant 2020 - present**

Created and facilitated the launch of an enterprise-wide tool to interpret RFP/RFI requests and ideate solutions. The tool was built through three rounds of ideate, build, measure.

Built a three hour workshop for the Roanoke River Currents Environmental Conference to answer the question "How might we remove barriers and create opportunities for participation in Roanoke's Clean Water Legacy?"

### **General Assembly - Distinguished Instructor User Experience Design 2017- present**

Led 45+ educational workshops varying from two hour classes to ten-week immersive programs. Workshop sizes range from 6 to 500 students. Selected to travel to Saudi Arabia and teach a 10 week immersive and part-time class in October 2019.

Teach classes on user research, customer journey mapping, design thinking, usability testing, prototyping, persona creation, figma, managing stakeholders, writing SOW, etc.

Develop lecture and activities based curriculum adapted for both in-person and online learning. Participants include students and organization (for example the IRS, IMF, MicroStrategy, Capital One).

Use active listening techniques to read the classroom and adjust content as needed.

### **Northern Virginia Mental Health Foundation - Board Member 2017 - present**

Built, manage, and maintain the foundation's website and email marketing platform.

Create and manage digital fundraising events and marketing campaigns through facebook and email marketing.

### **DesignThinkers Group - Facilitator and Educator 2019 - present**

Co-facilitated a 120 participant, 5 day, co-creation workshop for USAID as part of their procurement process. This was the first time the agency had used co-creation in this way. Led a large group Energizer for all 120 participants.

Lead a 2 day Design Thinking Facilitation course to teach best practices for guiding groups through the Design Thinking process.

### **Under Armour - Design Strategist 2020**

Facilitated cross-functional teams to inform persona and journey creation. Partnered with global teams including Consumer Insights, Marketing, Digital, Call Center and Strategy. The workshops resulted in enterprise wide personas and journey maps created from existing organizational research.

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## **World Bank - UX Researcher 2019**

Conducted a study to discover and better understand how internal employees navigate the Bank intranet. Research included personalization and customization, search functionality, and daily workplace tools.

Educated clients and worked with teams to find stakeholder alignment. Scoped, created, and led community of practice training's, affinity mapping workshops and feature/requirement workshops for the Bank's product, design and stakeholder teams.

## **International Youth Foundation (IYF) - UX Researcher and Educator 2019**

Collaborated with the product team, prepared and delivered in-person and online workshops for leadership teams. Attendees left with a better understanding of their internal product development process and a developed a shared vocabulary for evaluating user experience design tools and best practices.

Provided usability testing for an IYF initiative titled Passport To Success. Suggested UI updates based on synthesis of qualitative user feedback. Validated information architecture, terminology and content for future iterations.

## **Creative Science Lab - Facilitator 2018**

Facilitated a six-person workshop and generated activities to add to the internal discovery workshop process. Used MoSCoW method, empathy mapping, rapid iteration and ideation to generate actionable results.

## **KidGooRoo - UX Researcher 2018**

Created and conducted a six-person usability study to better understand the hierarchy of information needed by parents when selecting activities for their children. Results directly influenced the direction of their UI and the design of their mobile-first website.

## **Humans Who Play - UX Researcher 2018**

Digitally conducted informational interviews and collected diary studies from fifteen parents and educators to better understand how they used meditation at home and in the classroom. Synthesized the information using an empathy map and presented it to the stakeholders.

## **Trammell Crow Residential (TCR) - UX Researcher 2018**

Provided usability testing for TCR's Alexan branded property website template. Suggested UI updates based on synthesis of user feedback. Validated information architecture, layout and content; provided feedback for a company wide roll-out to 50 apartment communities.

## **SoulCycle - Area Manager 2014-2017**

Strategized quarterly customer engagement plans in collaboration with studio managers for all Washington, DC , Maryland, and Pennsylvania studios targeted at increasing ridership and retail sales.

Grew regional ridership 11% over 6 months.

Oversaw the execution of these engagement plans for 6 studio's operation teams across 3 states.

Planned and executed a restructure of Washington, DC's laundry process to cut \$20,000 of monthly cost from the studio budget.