

Joy O. McLeod
Sr. User Experience Specialist

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Profile

User-experience Specialist with proven know-how to combine creative usability centered goals and business requirements, resulting in world-class solutions for web and mobile applications.

Work Experience

SENIOR UX SPECIALIST, PROJECT/TEAM LEAD Peraton	03/21 - Present
SENIOR UX SPECIALIST, PROJECT/TEAM LEAD Northrop Grumman	09/19 - 03/21
UX DESIGN LEAD Aquent Vitamin T	03/18 - 08/19
UX DESIGN LEAD Sorterbox	03/16 - 12/17
UX DESIGNER Irodah International Ltd.	12/15 - 03/17
UX DESIGN STRATEGIST TimbaObjects Technologies Ltd.	12/10 - 0715
Web Experience/Customer Experience Freelance Consultant	2006 - 2010

Education

BSc COMPUTING AND ITS PRACTICES Open University, United Kingdom.	2010
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Program Highlights:
→ Interaction design, User Experience, Web Accessibility
→ Software engineering with objects
→ Computing
→ Developing concurrent distributed systems

Skills

- REQUIREMENTS DEFINITION
 - USE CASES
 - PERSONA CREATION/JOURNEY MAPPING
 - INFORMATION ARCHITECTURE
 - USER RESEARCH/STRATEGY
 - USABILITY PROTOCOLS/BLUEPRINT
 - USER FLOWS
 - A/B, CARD SORT
 - USABILITY TESTING
 - AFFINITY/USE CASE DIAGRAMS
 - WIREFRAMING/PROTOTYPING
 - SKETCH/ILLUSTRATOR/AXURE/FIGMA
 - BALSAMIQ
 - ADOBE DREAMWEAVER/XD
 - UX, UI DESIGN, SERVICE DESIGN
 - WEB ACCESSIBILITY / 508 COMPLIANCE
- FRONT END SKILLS SET
- HTML CSS JavaScript
- Sass {less}
- B git
- JIRA Trello

Start Dot Case Study Sample

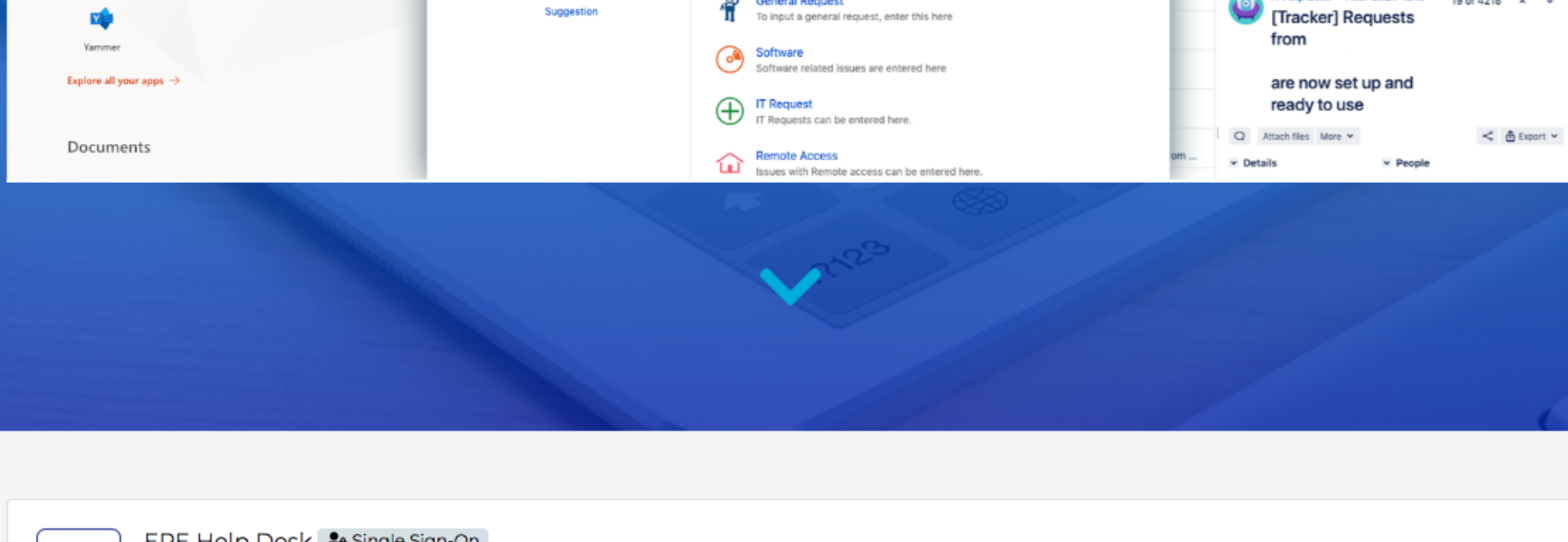
StartDot

Role - UX Research, Strategy, Designer and UI Engineer.



Resource List Contact Us startdot.org

Welcome to Start Dot



EPE Help Desk EPE help desk provides EPE staff with support related to technology services. Help desk usually helps troubleshoot problems or provide guidance with administrative issues, computers, electronic equipment, and software amongst others.

Create Help Desk Ticket

Management and Productivity Resources

- Tracker - Powered by Jira**
Tracker is a project management tool for team collaboration and transparency across projects.
View EPE Tracker
- Office 365**
Office 365 enables teams to collaborate with online documents using Microsoft Word, Excel, PowerPoint, etc.
View Microsoft Office 365
- EPE File Sharing**
This is a self hosted, file sharing. Access and synchronize your files anytime and anywhere using this resource.
View EPE File Sharing
- EPE Workspace**
This is a space specially designed for Wik content. This space can be organized by team, by project, or both.
View EPE Workspace
- Remote Desktop**
Connect to your remote PC or virtual apps and desktops by using Microsoft Remote Desktop.
View Remote Desktop
- EPE Site Status - Powered by Pingdom**
This is an EPE resource that uses pingdom to help monitor the uptime status of EPE's websites and services.
View EPE Site Status
- Website Monitor - Powered by Pingdom**
Gain insight on your site's availability and performance, and monitor how users are interact with your site.
View Pingdom
- Edwikit - Powered by Bitly**
Create custom links to brand, track, and optimize every touch point of your website with Bitly link management.
View Bitly

Overview

Start Dot is an organization's web based product aiming to produce a mini information architecture webpage for a specific organization that will serve as a centralized base linking to all of the organization's workplace productivity resources. These resources include but are not limited to; accessing documents remotely, productivity tools, communication and collaboration tools, e.t.c.

The Users

Interns, New Employees and Remote Employees

The Problem

- No central access location to identify resources
- Hard to access documents remotely.
- Time consuming to track down resources
- Very frustrating to get up to speed on resources as a new employee
- Delay in productivity, learnability and slow progress as a new role

The Process

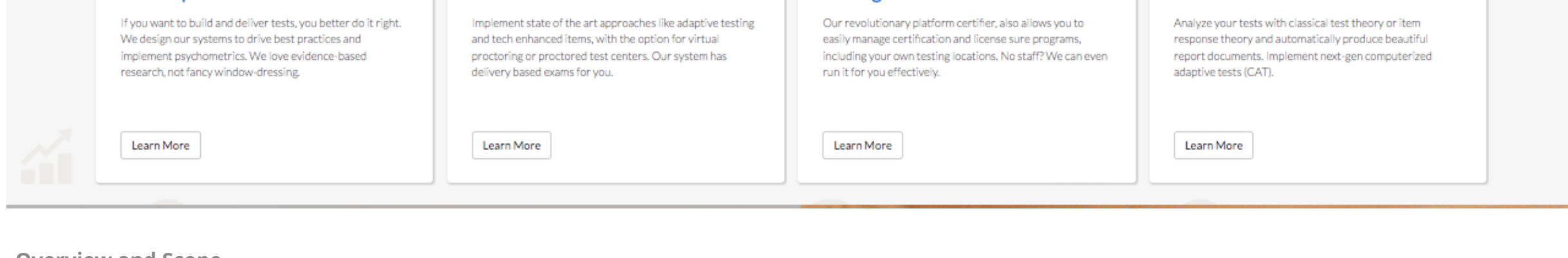
- Brainstorming, Focus groups, Survey, Metric Analysis, Content Inventory, Scenarios, User Stories, User Flow, Activity Diagram, Blueprint
- Information Architecture and Sitemap
- Low to mid fidelity wireframe
- Visual Branding (Established Style Guides)
- High Fidelity Interactive Prototype

The Solution

- Allow both internal and external users to access the page without downloading any software
- Meta robot tags so that search engines do not index and do not follow the page links
- Ability to interface with the existing data warehouse application
- User friendly, simple to use, and does not require any training
- Feedback feature from user
- Aesthetically pleasing
- Compatible across browsers
- Responsive and mobile friendly
- Site Engine Optimization Analytics to capture and understand user's behavior

Proof Assessment System

Role - UX & UI Designer.



PROOF ASSESSMENT SYSTEM
Improve how you build and deliver your assessments. Increase reliability and validity. Automate management of certification programs.

- Develop Your Exam**
If you want to build and deliver tests, you better do it right. We designed our system to be the best practice and implement your own. We use evidence-based research and best practices to help you.
- Deliver Your Exam**
Implement state-of-the-art approaches. The adaptive testing and best-in-class content, with the option for virtual proctoring or proctored test centers. Our system has delivery based scores for you.
- Manage Your Exam**
Our revolutionary platform can't be just a tool you use to add a management interface and manage your programs. It's your own testing platform. No staff? We can even run for you.
- Grow Your Exam**
Analyze your needs with classical test theory or item response theory and automatic grading and beautiful report documents. Implement next gen computerized adaptive tests (CAT).

Overview and Scope
The scope of this project was to come up with a Proof of Concept for online presence for a company, showcasing the list of services offered by the company, and make the content delivery available to the customers. The requirement was to come up with a minimalistic design that captures the customers needs.

The Users

Public facing customers

The Problem

Outdated web pages that needed to be updated to conform to customer needs

The Process

Stakeholder brainstorming session and presentation, covered scope, research, competitive analysis, content inventory, metrics analysis prototypes and Web Accessibility.

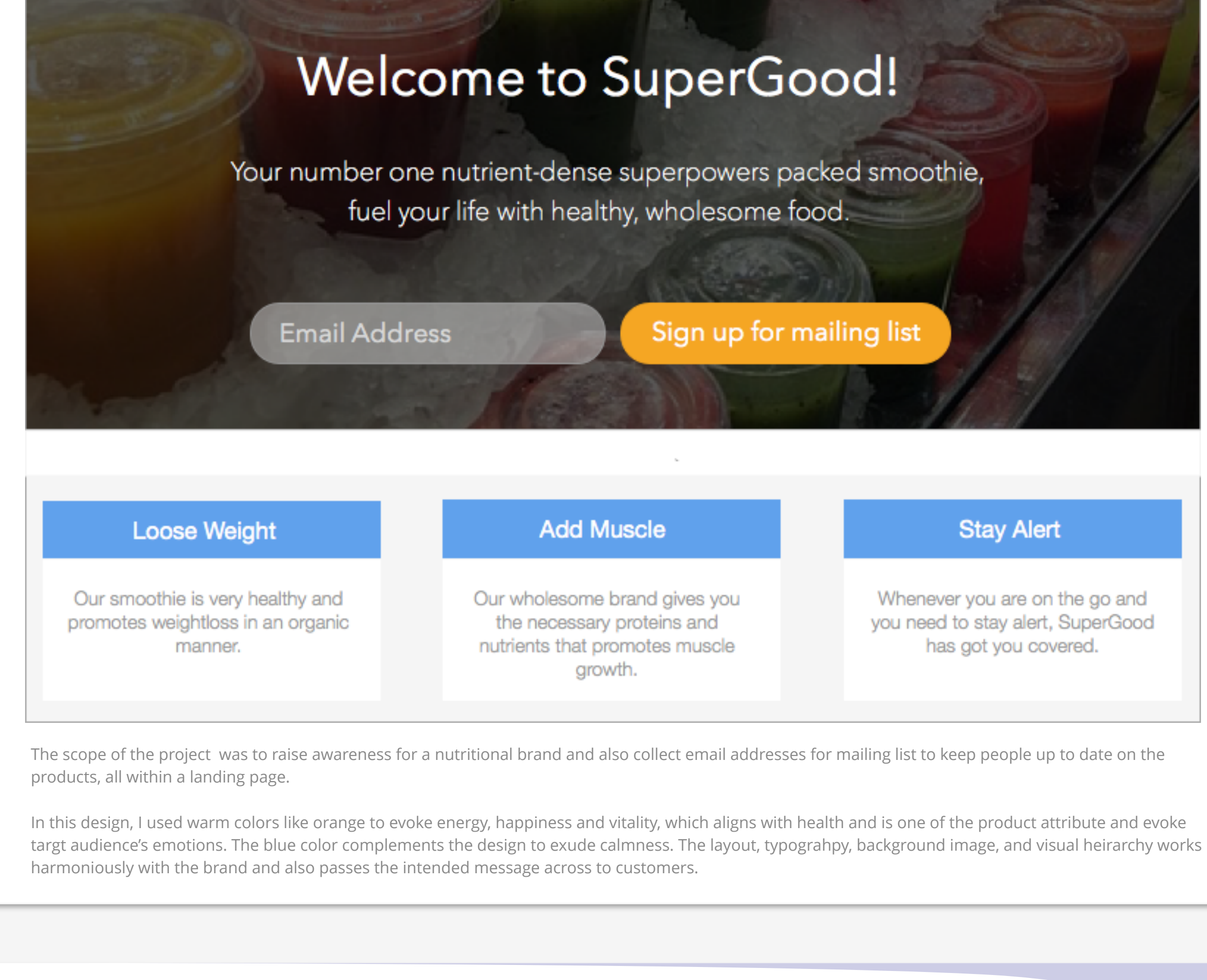
- Translated concepts into user interface design specifications for web portal and mobile portal.
- Designed high-impact, customer-centered pages that conveyed the company's brand, value proposition and industry-leading functionality.

The Solution

- The redesigned pages optimized the overall experience and behavior of customer interaction with pages.
- High retention of customers, increased lead gen and customer conversion
- Increased awareness of company's branding, services and products.

PoC Sample

Role - Concept Design.



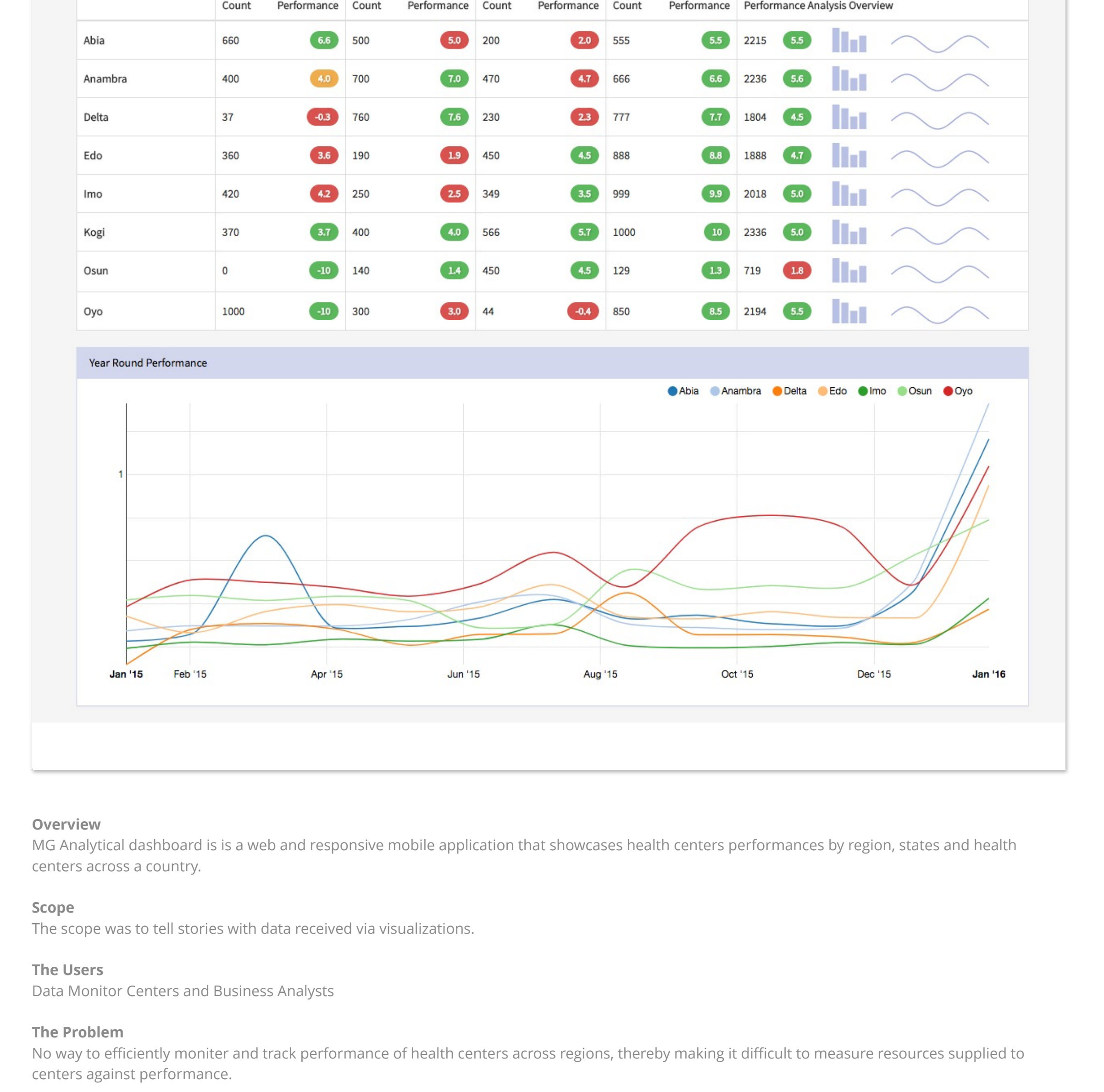
The scope of the project was to raise awareness for a nutritional brand and also collect email addresses for mailing list to keep people up to date on the products, all within a landing page.

In this design, I used warm colors like orange to evoke energy, happiness and vitality, which aligns with health and is one of the product attribute and evoke target audience's emotions. The blue color complements the design to exude calmness. The layout, typography, background image, and visual hierarchy works harmoniously with the brand and also passes the intended message across to customers.

MG Dashboard Sample

MG Analytical Dashboard

Role - UX Designer.



Overview

MG Analytical dashboard is a web and responsive mobile application that showcases health centers performances by region, states and health centers across a country.

Scope

The scope was to tell stories with data received via visualizations.

The Users

Data Monitor Centers and Business Analysts

The Problem

No way to efficiently monitor and track performance of health centers across regions, thereby making it difficult to measure resources supplied to centers against performance.

The Process

Covered project scope, competitive analysis, gap analysis, user research, metrics analysis, site-maps, wireframes, established style guide, prototypes and user-testing.

The Solution

I used analytical dashboard design approach to capture the data requirements for story telling. By using pie charts, area charts, and bar graphs, to show performance distribution within specified date range. Bright colors like red and yellow is used to monitor data with low performances, and also grab attention for further investigation in under-performing regions, using drill down buttons provides more granular data analysis to the user.

Created a seamless user centered driven customer experience for high monitoring through desktop, and mobile interfaces to monitor performance of weekly, monthly, quarterly and yearly productivity for each region.

Tableau User Access Request

Role - UX Research, Strategist & Designer.

Scope

Fulfillment of a Tableau Server user access request. There are other processes and requests that are part of the Tableau Server eco-system, but the scope of this project is limited only to the Tableau Server user access request.

The Project Leader's role is to perform as the gatekeeper of their team's project on Tableau Server. One these key responsibilities is to initiate a Tableau Server user request which includes:

- New users to be added to Tableau and assigning license types and group permissions.
- Modifying existing users license types and group permissions.

The Users

Project Leaders and Site Admin

The Problem

Redundancy is eliminated
No validation of form
Incorrect input of groups being requested. Also, requestor doesn't understand domain inputs.

Incorrect input of pins or domains. This is slightly alleviated with a new version using predefined checklist of domains. Requestors aren't taking the time to verify PINs before submitting request.

Non-PLs requesting access for users or PLs requesting access for users to be added to group/projects that they are not PLs of.

Redundant and unnecessary requests. PLs requesting users that already exist in Server. This can be alleviated with a new Tableau report but still cumbersome for multiple user request.

Tableau has no way to add multiple users to an existing group. This appears to be the most time-consuming part of the process for onboarding users. You must manually copy/paste or enter PINs and then check a box for each user before a user can be added to a project.

The Process

Derived business processes, analyzed user needs, assisted in requirements definition, designed browser-based interfaces, and conduct usability testing.

- Interviewed users and stakeholders to elicit business goals and user needs.
- Created Personas and Scenarios of Use/Journey Maps
- Created wireframes and screen prototypes.

The Solution

Redundancy is eliminated
Work flow became automated
Quality and consistency of data is improved due to automatic lookup of access requests on the server

- Validation of data reduced time to fill out and complete process requests
- Target users had a central repository to view requests

User Access Request Case Study Sample

