

Cate Ferman

Design Researcher

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WORK EXPERIENCE

Microsoft via Aquent / Contract Design Researcher

October 2020 – Present

Designed and executed evaluative qualitative research plans to study and improve existing search engine and rewards program products. Worked closely with design and PM leads to create baseline understanding of current products for ongoing improvement cycles.

ExxonMobil via Aquent / Contract Senior UX Researcher

January 2018 – April 2020

Founding member of high profile multi-disciplinary “Discovery Team” for Digital Manufacturing. Responsible for identifying new digital opportunities and vetting new project requests from within the business for Digital Manufacturing LT before advancing project work to production teams.

Successfully designed and executed a large-scale international ethnographic study identifying major business process pain points and areas of digital opportunity at manufacturing sites to improve field worker conditions at new facilities worldwide.

Contributor to the company-wide UX community resource library with customized research templates, scripts, data analysis tools, and other support materials. Mentored and trained junior hires.

Additional Contributions:

End-to-end research project planning and execution
Design thinking workshops for ideation and planning
Transforming data results into prioritized, actionable guidance
Creating empathetic, memorable, data-driven reports
UI front end design support as needed

Freelance Graphic Design / Principal

January 2013 – December 2017

Ran my own freelance design company specializing in custom print design and illustration with a retail component selling Japanese-inspired illustrated goods online and at pop culture conventions nationwide.

FUNimation Entertainment / Senior Graphic Designer

February 2007 – December 2012

Art direction and visual branding, DVD and Blu-ray packaging design, and promotional material creation of over 40 different home video titles, each with a multi-release lifecycle. I was especially interested in leveraging interaction design principles to create playful and engaging packaging concepts that appealed to the niche anime collector market.

ABOUT

I **specialize in** bringing fresh perspectives to existing projects and quickly building deep understanding of new subject matter areas.

I **am seeking** a position where my work solves meaningful user problems and positively impacts people’s lives.

SKILLS

UX Research: Qualitative Research Studies
• Participant Screening and Recruitment • Interviews • Observations • Job Shadowing
• Contextual Inquiries • Competitive Reviews • Surveys • Card Sorts • Journey Maps • Service Maps • Ecosystem Maps • Narrative & Visual Reports • Customized Data Visualization • Usability Testing

Design Thinking: Workshop Planning & Facilitation • 6-3-5 Brain Writing • KJ Method • Rose, Thorn, Bud • What’s on Your Radar • Crazy Eights • Mind Mapping
• Affinity Mapping • Priority Matrices

UX Design: User Flow • Wire Frames • Information Architecture • Rapid Prototyping • Heuristic Evaluation • SEQ, NPS, SUS Scoring • Adobe XD • Photoshop • Illustrator • InDesign • Figma • Azure DevOps • Kanban

EDUCATION

MFA, Design Research / 2017

University of North Texas

Minor: Applied Anthropology

PBACC, Vis. Comm. Design / 2003

School of the Art Institute of Chicago

BFA, Photography / 1999

University of North Texas

Minor: English