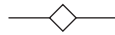# WAYNE HOSLEY

Senior Product Designer

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773 726 0731 | waynehosley01@gmail.com | waynehosley.com

EDUCATION

M.S. in Applied Human
-Computer Interaction
DePaul University
2015 - 2018

B.S. in Engineering
Psychology and Human
Factors
Tufts University
2011 - 2015

SKILLS

// **Expertise**

User Research
User Experience Design
Interaction Design
Human Factors

// **Methods**

A/B Testing
Card Sorting
Competitive Analysis
Contextual Inquiry
Design Workshops
Diary Studies
Field Studies
Focus Groups
Heuristic Evaluations
Journey Mapping
Persona Development
Prototyping
Tree Testing
Usability Testing
User Interviews
User Surveys
Wireframing

PROFESSIONAL OVERVIEW

Wayne has 5 years of experience in user research and user experience design for helping companies build hardware and software products that serve people's needs. He molds design decisions based on proven user-centered principles and user research methodologies to meet business goals and user needs. He is seeking a position as a Sr. Product Designer so that he can utilize his expertise to drive business goals while empowering users.

WORK EXPERIENCE

Career Break: Health & Wellbeing   2023 - Present

- Managed full-time caregiving for a family member, coordinating medical care and recovery support.
- Delivered successful high-impact freelance and independent projects, maintaining professional standards and client satisfaction.
- Enhanced my expertise through targeted online learning, workshops, and industry events.
- Founded and led an online community for UI/UX professionals, offering mentorship and resources to foster industry growth.

User Researcher II   2022- 2023

BlackLine, Los Angeles, CA

Blackline is a global leading enterprise software provider that automates and controls financial close and accounting processes.

- Spearheaded end-to-end research studies, directly influencing product strategies and increasing user engagement by 15%
- Implemented advanced data visualization methods, expediting stakeholder decisions by 40% and boosting buy-in for user-focused designs
- Designed and executed research strategies, aligning user needs with business objectives to reduce time-to-market by 25%
- Fostered a user-focused culture through interactive workshops, resulting in a 50% increase in user-centered initiatives across departments
- Established a centralized research repository, improving cross-functional efficiency by 20% and promoting data-driven decision-making

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// Tools

Adobe Creative Suite
Dovetail
Figma
Google Analytics
Maze
Miro
Optimal Workshop
Pendo
Qualtrics
Sendoso
SurveyMonkey
Storyboard That
Tremendous
UXPressia
User Interviews
UserTesting
Walkme

WORK EXPERIENCE - CONTINUED

User Experience Designer   2019 - 2021
Wi-Tronix, Bolingbrook, IL

Wi-Tronix is a leading provider of remote monitoring, video analytics, and predictive diagnostic solutions for high-value mobile assets in the rail market.

- Implemented user-centered methods, decreasing time-to-market by 20% and raising user satisfaction from 3.5 to 4.2 out of 5
- Developed influential design resources, reducing development time by 30% through better team collaboration
- Conducted remote and in-person user tests, reducing user-reported issues by 30% within the first quarter
- Advocated for accessible design, improving platform usability by 40% and increasing the user base by 15% in underserved markets