

Abena Edugyan | UX Researcher & Designer

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Professional Summary

Innovative solution-oriented user experience (UX) researcher and designer with 10+ years research experience. Adept at drawing insights from data to lead optimal creations. Proven track record of successful development and execution leading diverse projects.

Experience

FREELANCE RESEARCHER & DESIGNER

JUNE 2020 – PRESENT

Provide research and design services to small businesses.

- Designed survey tool for HR consultancy (Client: Dorianne St. Fleur Consulting)
- Designed websites for small businesses (Clients: Molly Marino Public Health Consulting; Good Hair Experience)

HR WELLNESS ADVISOR | CANADIAN NATURAL RESOURCES, LTD

JULY 2019 – PRESENT

Created and delivered wellness programming for 10,000+ employees.

- Determined content strategy and wrote copy for digital wellness challenges
- Collaborated cross-functionally with internal business units and external partners
- Used Figma and Canva to design graphics for digital health promotion campaigns

HR WELLNESS STRATEGIST | DEVON ENERGY CANADA

DEC. 2014 – JUNE 2019

Collaborated cross-functionally to provide strategic vision and direction for the user experience of an award-winning corporate wellness program/center for 1,800 employees.

- 1 of 3 companies in 2016 celebrated nationwide as leader in corporate wellness based on enhanced employee engagement achieved from applying employee insights to programming
- Incorporated data obtained from regular surveying and focus groups to maintain high employee satisfaction as measured by a consistent Net Promoter Score of 85%+
- Used data from secondary research, competitive analyses, and business analytics to design an employee onboarding journey, which was lauded by business stakeholders then successfully scaled and adopted at U.S. headquarters
- Managed team of up to 20 health and fitness professionals to provide wellness programming across multiple locations

WELLNESS CONSULTANT | DIRECT ENERGY (VIA TRIFIT INC.)

MAY 2012–APRIL 2014

Created, delivered, and evaluated wellness programming for 425 employees.

- Increased annual participation in health promotion initiatives by an average of 34% after researching industry trends to ideate creative solutions
- Synthesized insights from contextual inquiry and survey data to develop training curriculum designed to educate utility technicians on reducing the risk of musculoskeletal injuries

OWNER | ACTIVE EDGE FITNESS CONSULTING

MAY 2012–APRIL 2014

Operated a personal training business.

- Acquired and retained consistent client base by crafting touchpoints identified from mapping the client's journey, leveraging a Wordpress website and third-party toolkits
- Developed empathy via interviewing to discover clients' motivations and pain points, creating effective personalized training programs
- Presented at corporations on topics ranging from ergonomics to adopting healthy habits to stress management for new immigrants. Clients included Columbia College, Calgary Immigrant Educational Society, Calgary Catholic Immigration Society.

Education

M.S. INTERACTION DESIGN | TALLINN UNIVERSITY/CYPRUS UNIVERSITY OF TECHNOLOGY

B.S. PSYCHOLOGY | UNIVERSITY OF ALBERTA

Skills

RESEARCH

Contextual inquiry, interviewing, affinity mapping, card sorting, wireframing, paper and digital prototyping, usability testing, qualitative and quantitative analysis

LEADERSHIP & COMMUNICATION

People management, project management, facilitation (workshops and sprints), working with remote teams, public speaking

TECHNICAL PROFICIENCIES

Figma, Sketch, Axure, proto.io, HTML/CSS (novice), MaxQDA (qualitative research software), Lookback (user testing software), Google Analytics

Projects

- Global Service Design Jam hackathon (winning team; role: service designer), August 2020
- Master's thesis project: Used a mixed-methods approach to research, design and evaluate a health app exploring the interaction between social influence design patterns and engagement.
- Presented publication [Lessons Learned: Engaging Older Adults in Generative Design Sessions for a Digital Messaging System](#) at Human-Computer Interaction International Conference 2018.

Interests

- **Canadian Association of Professional Speakers** – Graduate of training program for professional speakers, workshop leaders, trainers and facilitators.