

ABENA EDUGYAN

UX DESIGN & RESEARCH

SUMMARY

Recent UX graduate with 10 years' experience working in corporate employee wellness programming, a master's degree in interaction design, and a bachelor's degree in psychology.

EXPERIENCE

SENIOR UX RESEARCHER, CONSULTANT, CALGARY, AB, 6/2020 - PRESENT

- Lead user experience design, research, creative services, content curation, writing, and editing to small businesses and other consultancies on a contract basis
- Create UX design, wireframes, gathered customer requirements, drafted documentation, wrote reports, and developed web content using the WordPress content management system to meet marketing and general business objectives

WELLNESS ADVISOR, CANADIAN NATURAL RESOURCES, LTD CALGARY, AB, 7/2019 - PRESENT

- Responsible for creating and delivering global wellness programs for 10,000+ employees in Canada, the UK, and West Africa to build an engaging culture of wellness
- Led project design including creating and publishing engaging written and video content for a digital platform using agile methodologies
- Developed content and content strategy for two digital wellness challenges delivered over a timeframe of one year
- Designed graphic images for use in two digital health promotional campaigns using Figma

WELLNESS STRATEGIST, DEVON ENERGY, CALGARY, AB, 12/2014 - 6/2019

- Delivered strategic vision and end-to-end experience design for an award-winning corporate wellness program and associated 15,000 sq. ft. Wellness Center serving 1,800 employees across Western Canada
- Designed a scalable, data-driven employee journey onboarding process by leveraging multiple data sources, including business analytics, task analysis, competitive analyses, and secondary research; Process was successfully adopted and implemented by the U.S. headquarters.
- As the Center's General Manager, successfully managed operations and maintained a facility membership rate of 80% with 65% actively engaged members, surpassing national averages
- Increased employee engagement by applying insights gathered via surveys and focus groups
- Continuously earned a Net Promoter Score (NPS) of 85%+ for five years by implementing a variety of qualitative and quantitative research methodologies to better understand employee behaviors and needs

CONTACT

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<https://abenaedugyan.com>

SKILLS

RESEARCH:

Contextual Inquiry
User Interviews
Survey Design
Affinity Mapping
Wireframing
Prototyping
Usability Testing
Qualitative/Quantitative Analysis

LEADERSHIP:

People Management
Project Management
Facilitator (Workshops & Sprints)
Remote/Distributed Teams

DESIGN TOOLS

Figma
Sketch
Axure
Proto.io
HTML/CSS (beginner)
MaxQDA
Lookback.io
Optimal Workshop

EDUCATION

M.Sc. Interaction Design - Tallinn University/Cyprus University of Technology

M.S. Kinesiology - A.T. Still University of Health Sciences

B.Sc. Psychology - University of Alberta

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EXPERIENCE [CONT'D]

WELLNESS CONSULTANT, DIRECT ENERGY [VIA TRIFIT INC], CALGARY, AB, 5/2012 - 4/2014

- Created, delivered, and evaluated wellness programming for 425 employees across western Canada in collaboration with a team distributed in Toronto, ON, Pittsburgh, PA, and Houston, TX
- Developed a training curriculum to reduce the risk of musculoskeletal injuries for technicians by synthesizing insights from usability studies, contextual inquiry, and survey data
- Drove a 34% increase in employee participation in health promotion initiatives by conducting user research studies and usability testing to create innovative, employee-centric solutions
- Designed user-centered health communication materials, including marketing collateral, newsletters, brochures, and fact sheets

FOUNDER, CEO, ACTIVE EDGE FITNESS, CALGARY, AB, 3/2011 - 5/2014

- Delivered personal athletic training services and on-site seminars for corporate clients
- Presented on topics including ergonomics, adopting healthy habits, and stress management; Clients included Columbia College, Calgary Immigrant Educational Society, Calgary Catholic Immigration Society
- Created effective personalized training programs through empathetic interviewing to align with clients' motivations and pain points
- Crafted touchpoints to map the client journey using WordPress and third-party toolkits

EDUCATION PROJECT

- **Master's thesis project:** Explored the interaction between social influence design patterns and engagement in a mobile app for workplace health education. Developed research plan, recruited and interviewed users, designed paper and digital prototypes, gathered user feedback (with in-person and remote usability testing), and evaluated engagement using mixed research methods.

EDUCATION [CONT'D]

Stanford Continuing Studies (Remote) - Fundamentals of Product Management, Design Research

UCLA Extension (Remote) - UX Survey, Iteration, Software, Product Design / Service Design

Canadian Association of Professional Speakers - Public Speaking, Presentation, and Facilitation Training

PUBLIC SPEAKING

Presented Publication: [Lessons Learned: Engaging Older Adults in Generative Design Sessions for a Digital Messaging System](#) at Human-Computer Interaction (HCI) International Conference, Las Vegas, NV, 2018

OTHER

English (native);
French (beginner to intermediate; formerly fluent)