

Mindi Ferguson, UX Designer

mindisferguson@gmail.com
(559)871-5836
Portland Metro, Oregon

mindiferguson.com/portfolio
[linkedin.com/in/mindi-ferguson](https://www.linkedin.com/in/mindi-ferguson)
Bachelor of Arts (BA) in English, magna cum laude

Professional Experience

UX Designer - Freelance

January 2021-present

B2C mobile apps and websites in various industries (Social, Healthcare, EdTech, eCommerce)
Recent clients: Reel Titles, Early Stage Startup in Stealth Mode

- Establish alignment to mental models through user interviews and usability testing
- Demonstrate viability of value props by conducting competitor research
- Increase conversion rates through thoughtful, research-backed redesign
- Improve user satisfaction and ease of use supported by metrics

Accessibility Consultant & Designer - Freelance

October 2021-present

- Specialized in document, spreadsheet, and presentation design and remediation, to implement and improve accessibility, especially for screen readers (JAWS, NVDA)
- Familiar with WCAG 2 and Section 508 Compliance

National Captioning Institute, Inc. (non-profit)

Managing Supervisor

November 2021-present

Quality Assurance Supervisor

January 2017-November 2021

Supervisor

September 2014-January 2017

Coordinator

November 2011-September 2014

Training Specialist

May 2011-November 2011

Real-Time Broadcast Captioner

October 2009-present

- Manage and support department of over 100 employees, including nine remote direct reports
- Conduct meaningful research on a daily basis to deliver highly accurate captions
- Document and iterate on workflows to increase employee engagement and enhance product delivery, including development of VBA macros and MS Word & Excel templates
- Excel in ownership of innovation and managing strategic initiatives, including quality assurance

Independent Contractor

July 2004-November 2011

Dialogue Transcriber, Subtitlist, Script Continuity, Annotator

- Extremely detail oriented transcription and timecode logging for hundreds of film and tv projects
- Cross-functional communication with other ICs and stakeholders, including end-to-end project management
- Provided one-on-one training to develop multiple other ICs, including producing technical documentation
- Autonomously researched scripts and background to consistently provide 100% accuracy

Madera Unified School District, Madera, CA

June 2003-June 2004

Substitute Teacher

Education & Certifications

Bachelor of Arts, English, magna cum laude
Included coursework in Technical Writing

Azusa Pacific University

UI/UX Design Certification, Credential ID 44592430

Springboard

Digital Accessibility for the Modern Workplace
Product Management First Steps
Interaction Design: Flow

LinkedIn

Volunteer Experience

Oppia
UX Manager

August 2022-present

Happy Campers UX Design Collective
Organizer, Project Manager, UX Designer & Researcher

February 2022-March 2022

Skills

Accessibility
Qualitative Research
Quantitative Research

Wireframing
User Interviews
Research Ops

Rapid Prototyping
Contextual Inquiry
Data Analysis

Project Management
Usability Testing
HTML/CSS