

Mindi Ferguson, UX Researcher

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[linkedin.com/in/mindi-ferguson](https://www.linkedin.com/in/mindi-ferguson)
Bachelor of Arts (BA) in English

Professional Experience

Human Experience Researcher - Launch Consulting Group

November 2022-present

Working with the Head of the Human Impact Studio and Senior UX Strategist, conduct rigorous in-depth heuristic reviews with elements of QA and accessibility, as well as a six usability tests apiece for two platforms for a fintech client to identify significant usability issues and meaningful opportunities for enhancement

UX Design Manager - Oppia Foundation

July 2022-present

- Lead weekly discussions and design critiques
- Refine onboarding processes, including conducting portfolio reviews, interviews, and making hiring decisions
- Assign projects to individual contributors and support them through to completion
- Collaborate with team leads (PM, dev, UXW etc.) in support of Oppia's mission

UX Researcher - Freelance

January 2021-November 2022

B2C mobile apps and websites in various industries (Social, Healthcare, EdTech, eCommerce); Recent client: Reel Titles

- Conduct competitor research to demonstrate viability of value prop for an early stage startup in stealth mode
- Plan, recruit, and execute start-to-finish user interviews and usability testing to establish alignment to mental models
- Improve user satisfaction and ease of use supported by metrics established via Devtools including Lighthouse

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)
- Continually deepening knowledge of WCAG 2.1 and Section 508 Compliance

Managing Supervisor - National Captioning Institute, Inc.

October 2009-present

Real-Time Broadcast Captioner

Other roles at NCI include Quality Assurance Supervisor, Supervisor, Coordinator, Training Specialist

- Manage and support department of over 100 employees, including nine 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
- Excel in ownership of innovation and managing strategic initiatives, including quality assurance

Education & Certifications

Bachelor of Arts, English, magna cum laude

Azusa Pacific University

Included coursework in Technical Writing

UI/UX Design Certification

Springboard

Credential ID 44592430

Key Skills

User Interviews

Usability Testing

Research Ops

Data Analysis

Communication