



Loretta.Neal@gmail.com
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EDUCATION **Master of Design, Communication Planning & Information Design**
Carnegie Mellon University, May 2013

**USER
EXPERIENCE
WORK**

Content Designer
PayPal (contracting through Aquent), Austin, TX July 2015 - present (5 months)

Write content for PayPal's Resolution Center to increase user comprehension and task completion. Integrate usability findings into micro-copy revisions. Be the voice of content strategy in all redesign work. Successfully reduced calls to customer support by 10%.

User Experience Researcher
IBM Design, Austin, TX January 2014 - July 2015 (1 year 6 months)

Validated market strategy and made critical recommendations for hybrid cloud infrastructure product. Crafted narrative to unify dispersed team. Conducted user research at trade shows, remote focus groups and data center shadowing. Designed journey maps, as is and to be scenarios, user profiles and infographics to crystallize findings. Worked closely with UX and visual team to ensure user insights are integrated into designs. Taught and facilitated design thinking workshops to hundreds of participants. Mentored product teams on user research. Promoted within first eleven months.

Service Design Intern
Inflection, Redwood City CA, Summer 2012 (3 months)

Designed customer journey maps to articulate the user experience to internal audience. Designed research plan and conducted in-depth interviews, online survey, statistical analysis, fly on the wall observations and screenshares. Made extensive recommendations for targeting most lucrative profiles.

Copywriter, Web Editor
Ernst & Young, Cleveland, OH, January 2007 - September 2011 (4 years 9 months)

Transformed print content for the web on ey.com. Optimized tax and consulting publications for interaction, engagement, readability and SEO. Developed curriculum to teach web copywriting techniques.

PROJECTS **Masters Thesis: Touching on Touchy Subjects**
Carnegie Mellon University, Fall 2012 - Spring 2013

Discovered design and communication strategies that successfully engage and educate audiences on stigmatized topics. User tested prototypes for engagement, learning and retention. Most successful prototypes developed for public consumption including self published guide book on lulu.com and Instructables.com post with 40,000 views.

Behavior Design Researcher
BJ Fogg's Persuasive Design Lab, Stanford University Summer 2015 - present

Researcher looking at how to leverage social to make lasting behavior change. Participate in weekly lab meetings, analyze prototypes and develop design assets.

AWARDS Winner, Microsoft Design Expo, July 2012
Selected Work for AIGA's PGH365, March 2012. Poster, "Boys I've kissed"