

ERICA W. NEWCOMB

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I am an insightful, collaborative leader who seeks to understand the context of users' needs. I value creative exploration & experimentation. I lead teams through complex, strategic, human-centered problems to co-create indelible experiences for users.

Creative insights + analytical intelligence = inspiration + impact

POSITIONS HELD

Service Design Lead

2017 to present
FJORD/Accenture

Adjunct Faculty

2015 to present
Univ. of AL, Master Health Informatics

Founder

2016 to 2018
Quite Nimble

Director of User Experience

2013 to 2016
PointClear Solutions

Sr. User Experience Designer

2010 to 2013
PointClear Solutions

User Experience Designer

2008 to 2010
Northrop Grumman

User Experience Designer

2006 to 2008
PointClear Solutions

EDUCATION

MS, Human-Computer Interaction

Georgia Institute of Technology

BA, Theatre Arts

Birmingham-Southern College

CERTIFICATIONS

Leading for Creativity

IDEO U, 2016

Storytelling for Influence

IDEO U, 2016

Discovering

- Responsible for the design, execution, and delivery of qualitative user research and design deliverables.

- Accountable for the creation and presentation of the design strategy to focus the delivery of the customer experience.

- Synthesize user research data into actionable user insights and advocate for the implementation of new features, processes, and product strategies.

- Create and facilitate multi-day client workshops that employ actionable user insights to inspire and co-create concepts and prototypes for solving customer pain points.

- Present compelling cases to stakeholders for the evolution and improvement of user experiences through empathic storytelling, insight frameworks, and visual presentations.

Educating

- Develop and teach the UX track curriculum for the Master of Science in Health Informatics at the University of Alabama at Birmingham.

ALSO NOTEWORTHY

Member, Advisory Board

MS-HCI Program, Georgia Tech

Lefty Slice Server

Atlanta Lawn & Tennis Association, Since 1996

Leading & Collaborating

- Collaborate with cross-functional teams to creatively balance customer experiences with business initiatives and technology feasibility.

- Recruit, interview, and hire design research and UX/interaction design talent.

- Mentor and manage UX researchers & designers; develop career trajectories; provide ongoing performance feedback.

- Create & implement best practices for UX research and design processes to ensure quality and consistency of client deliverables.

- Collaborate with development teams to generate use cases, user stories, and interface requirements for UX designs and interactions across various tech touchpoints.

- Provide business development support by strategizing and pitching customer experience solutions to potential clients, estimating project expenditure, and writing project proposals.

Designing & Creating

- Design and conduct in-depth interviews, contextual inquiries, surveys, field observations, formal and informal usability testing, concept and prototype testing.

- Develop user mindsets & personas; create future-state journeys, service blueprints, UI guidelines, process flows, and wireframes.

Skills

- User Experience & Service Design Methodologies
- Qualitative Research
- Design Thinking

Workshop Facilitation

Storytelling & Presentation

Soft Skills/Leadership/Mentoring

Client Communications/Management

UX & Research Methods

Interviews, In-person & Remote

Field Studies/Observations

Contextual Inquiry

Concept & Prototype Testing

Usability Testing, Formal & Informal

Surveys

Card Sorts

Intercepts

Co-creation

UX & Research Tools

Sketch, Invision, & Figma

dScout

Optimal Workshop

Remesh

Mentimeter

Mural/Miro