

Hello, I'm Caris Hurd.

I'm a user research expert who loves building and managing cross-disciplinary UX/design teams. I excel at facilitating collaborative conversations that lead to conducting the right research and building great products.

Experience

UX Consulting in Austin, Texas and remotely

Consulting with organizations that are building their UX teams and user research/design practices.

Four Kitchens in Austin, Texas (Fully Remote)

DIRECTOR OF USER EXPERIENCE

Four Kitchens is a fully remote digital agency. I was promoted to Director and managed the UX, content strategy, design, and analytics teams.

- Grew team from myself to six people, driving 12% of company revenue in 2019 as of December 1.
- Maintained high retention rate: zero turnover since 2016
- Directed a team of remote UX, design, and analytics professionals on their client work and guided their career growth
- Led user research and UX design practices
- Conducted user research using qualitative research methods like interviews, diary studies, card sorts, and usability testing
- Facilitated discovery and design thinking workshops with clients
- Strategized and facilitated conversations with clients around UX/design initiatives and organizational change management
- Defined discovery, design, analytics, content strategy, and

USER EXPERIENCE STRATEGIST

I was the first UXer at Four Kitchens. I built the strategy and research practice.

- Led and facilitated client workshops for projects
- Conducted and analyzed user and stakeholder interviews
- Designed and analyzed surveys, card sorts, and tree tests
- Conducted user testing remotely, moderated and unmoderated
- Led content strategy, information architecture design for clients
- Designed user flows and workflows
- Created interaction designs and wireframes in Balsamiq, Axure, Illustrator, and Omnigraffle
- Conducted and facilitated content audits
- Worked with Drupal, WordPress, and other CMSes

CONTACT

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Austin, Texas

EDUCATION

MS, Information Studies

The University of Texas at Austin

BBA, Management Information Systems

The University of Texas at Austin

UX RESEARCH SKILLS

- User and stakeholder interviews
- Card sorting and tree testing
- Usability testing
- Diary studies
- Remote and in-person research
- Survey design and analysis
- Web analytics
- Concept mapping and testing
- Prototype testing

BUSINESS SKILLS

- Management and leadership
- Hiring and onboarding
- Workshop facilitation
- Mentorship and coaching
- Process design
- Customer research
- Product ownership and management (CSPO certified)
- Requirements research
- Defining success metrics/KPIs

DESIGN & CONTENT SKILLS

- Information architecture
- Content auditing and strategy
- Sitemapping
- Wireframing
- User flows
- System design
- Content modeling
- Service design
- Figma, Sketch, InVision

1/2016-12/2019 — 1/2020-NOW

8/2013-1/2016

Experience Continued

2011-2013

The University of Texas at Austin – School of Information in Austin, Texas

TEACHING ASSISTANT AND INSTRUCTOR

While attending graduate school for UX, I took on teaching assistantships that allowed me to teach short courses on technology topics. Course topics included introductions to HTML/CSS, XML, web design, and web development. TA positions:

- Aug 2011-May 2013: IT lab
- Spring 2013: Graduate course on Mobile Interface Design
- Spring 2013: Undergraduate course on Human-Centered Design

2009-2011

SolarWinds in Austin, Texas

PRODUCT MANAGER, WEB PROPERTIES

SolarWinds is a software company that makes enterprise IT software. I was a web product manager.

- Led product management, feature prioritization and strategy for web design, functionality, and system updates for multiple web properties
- Managed user community, ecommerce web system, social commerce features, and transactional product website
- Facilitated usability tests for interactive prototypes
- Facilitated card sort tests with end users
- Gathered and documented business, system, and user requirements
- Generated analytics reports and modeled anticipated ROI of features, content, and functionality
- Designed and conducted weekly A/B split tests on corporate website to boost conversion rate
- Managed web projects from ideation and scoping through design, development, deployment, and post-launch performance analysis

2007-2009

nFusion in Austin, Texas

INTERACTIVE PRODUCT SPECIALIST

nFusion was a digital marketing agency.

- Led product design, strategy, and implementation of websites and content management systems for clients
- Conducted user, audience, competitor, and stakeholder research
- Designed information architecture and wireframes
- Conducted usability tests and compiled data to optimize sites
- Managed day-to-day activities of teams of creative, technical, and media specialists on concurrent projects across multiple clients and industries

2006-2007

Credera in Dallas, Texas

CONSULTANT

Credera is a business and technology consulting firm.

- Engineered frontend web interfaces using XHTML and CSS

SELECT PUBLICATIONS

Research techniques for websites:

Card Sorting

tiny.cc/caris-cards

Webinar for InVision: Facilitating

discovery workshops

tiny.cc/caris-webinar

Content Strategy: How to clean up your content before migrating to a new site

tiny.cc/caris-content

ORGANIZATIONS

2014-Present

TEXAS ISCHOOL ADVISORY COUNCIL

Member of the advisory council for the UT iSchool, where I advise the administrators and mentor students

2013

ASSOCIATION FOR WOMEN IN TECHNOLOGY

Co-founded student organization for women in technology at UT

2012-2013

ASIS&T STUDENT CHAPTER

President of ASIS&T student chapter