Ramsay Devereux

Sr. UX/CX/EXD Researcher | Strategist | Service Designer

ramsaydevereux.net | ramsay.w.devereux@gmail.com | 530.307.8736 | Denver, CO

CAREER PROFILE

Sr. mixed methods UX/CX researcher, service designer, and business strategist who uses data-informed, VOC-led insights, agentic AI, and ten years of experience of leading in-house and Fortune 500 teams in the creation delightful experiences, optimized workflows, and targeted product solutions that drive transformational business growth.

AREAS OF EXPERTISE

- **Leverage** my Fortune 500 strategist and UX/CX researcher team-of-one experience to define, execute, deliver and implement large scale HCD driven generative and evaluative end-to-end product lifecycle solutions and systems-level strategies.

- **Drive** research initiatives and user adoption while aligning complex project and stakeholder needs by illuminating the 'why' in product and business strategy through insightful storytelling, inspired change management, and collaborative workshops.

- **Counsel** leadership towards profitable product portfolios and actionable results while fueling roadmap growth strategies by combining innovative technologies, systems analysis, with data driven solutions, and insightful JTBD research.

- **Streamline** research operations, saving time, effort, and money wile increasing research consistency, education, and impact by leveraging new technologies and methodologies via standardized, repeatable, and templatized process improvements.

EXPERIENCE

Freelance UX Researcher | Designer | April 2015-Present
San Francisco, CA | Denver, CO | Remote

- Defining **agentic AI** business strategy and operational workflow opportunities to enhance business and UXR applications through JTBD task analysis at **Intuist.ai.**

- Provide ongoing UX research testing and best practices for Walletgyde an early-stage financial services management SAAS product to drive strategic **business growth, feature creation and optimal product market value fit.**

- Led primary market research, providing targeted user personas to drive product **proof of concept, feature development prioritization and market value fit** for an internally funded, first-of-its-kind, airborne environmental measurement hardware system with companion digital SAAS reporting services.

- Independently executed **omnichannel social media campaigns** and strategically drove user adoption, education, sales and feature development for an early-stage wearables fertility app via **ethnographic, market, and competitive analysis.**

Lead UX Researcher | April 2024-August 2024
Robert Half | Global Staffing and Consulting Firm | Remote

- **Optimized UXR ReOps** cross-functional presentations, processes, and deliverables **doubling** team member project volume and speed, while increasing team efficiency, consistency, ease of use with clear impactful and consistent insights.

- Established **benchmarking report card and primary UX/UI KPI's** utilizing **eight quantitative and qualitative metrics** to iteratively and comparatively qualify and optimization opportunities for Robert Half's primary revenue generating tool.

- Defined key content and **usability** improvement opportunities across four entry points for Robert Half's primary productenhancing enhancing client trust, site traffic, comprehension, conversion, and revenue.

- Created a quantitative/qualitative **benchmarking survey** to iteratively and comparatively quantify and qualify user comprehension, satisfaction, and brand identity alignment, driving **icon and illustration** design direction with measurable **ROI** to create a cohesive, unique, recognizable, and adaptable **brand asset system.**

SKILLS

Strategy
CX System Analysis and Design
Collaborative Design Workshops
End-To-End Service Design
Stakeholder Management
Growth/Systems Thinker
AI/Agentic AI Solutions
User-Centered Design
Project Management
Change Management
Design/Research ROI

Research
Personas, Principles and Journeys
Research Education/Advocacy
Survey Design and Execution
Quantitative and Qualitative
Ops and Vendor Management
JTBD Frameworks/Analysis
Generative and Evaluative
Ethnographic Research
Mentorship & Training
Competitive Analysis
Heuristic Analysis
Concept Testing
Benchmarking
Data Analysis

Design
User Flow and Modeling
Information Architecture
Wireframing and Prototyping
Lean and Agile Methodology
Concept Briefs/Development
Storyboarding

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EXPERIENCE CONTINUED......

Experience Strategist | September 2022-November 2023
Idea Couture | Zone Digital | Cognizant Consulting | Remote

- From pitch to production, secured winning proposals, SOW's, aligned team resources, deliverables, and timelines, creating custom strategic solutions for Fortune 500's.
- Led the creation of a custom **AI-driven service design solution** via ethnographic qualitative interviews, personas, journeys and executive workshops integrating **Chubb's** four operational systems into one streamlined underwriter workflow, boosting efficiency and accuracy with a projected **$2 billion annual savings.**
- Defined **'Digital Front Door' and physician service design solution** optimizing operational efficiency and profitability via targeted **UXR surveys, journeys, personas, and workshops** with 10% growth in admissions for **Ramsay Healthcare UK.**

UX/CX Researcher | January - June 2022
FreshForm | UX/CX/DX Consultancy | San Diego, CA

- As a **Hewlett-Packard** consultant, I aligned leadership to current HCD driven **north star subscription product and payment model,** establishing **profitable market value fit, feature and roadmap outlooks** through **CX metrics, generative and evaluative research, storyboarding** and **design thinking workshops**.
- Optimized content, flow, features, and UI design for mobile to hardware onboarding, increasing installations and memberships via **qualitative, A/B, usability testing.**
- Defined an **automated CX reporting system** streamlining global metrics, enhancing executive business decisions, improving product health and user satisfaction.
- Directed iterative **domestic to global product research, testing and change management strategies** for 15 product-specific onboarding flows into a single, universal streamlined solution for all global products and customers.

UX Researcher | Designer | August 2016-December 2021
Delivering Hire Insights | Parent company for Dice.com | Denver, CO

- **Singlehandedly led best practices, mentorship,** and **execution** of **all evaluative, generative, moderated/unmoderated, quantitative and qualitative UXR.**
- **Managed all UXR operations**, vendors, and data anlaysis, including **VOC** board, **CX reporting creation** and product health reports for a **~$225M IT job board.**
- Served as a **strategic partner to executive leadership,** executing complex, large, mixed-methods research to inform product portfolios and business roadmaps.

UX | UI Designer | May - August 2016
Century Link | Denver, CO

- Utilized a **scrum and agile** process to streamline customer account creation, product acquisition and user checkout flows, increasing satisfaction and profitability.

UX Design Intern | May-Aug 2015
Return Path | Email Security and Deliverability Services | Broomfield, CO

- Drove strategic research and UX/UI design in an agile and lean environment for core **SAAS**, big data for email web, web app products, services and solutions.
- Supported cross-functional product team leads implementing UX research for Client Monitor, Email Optimization, Fraud Protection products, features and services.

Tools

Usertesting.com
Microsoft Suites
Adobe Suites
Hey Marvin
Chat GPT
Qualtrics
Dovetail
Lyssna
Axure
Figma
Slack
Miro

EDUCATION

Pacifica Graduate Inst.
2005 – 2008; MFA Psychology
Prescott College
1995 – 1998, B.F.A. Therapy

Certifications

Measuring U
Sep 2021, Statistical UXR
General Assembly
Dec – Feb 2015: UXDI Bootcamp
Cooper U
Aug 2014; UXD