



# STACY LOMAX

CONTENT • INSTRUCTIONAL • PRODUCT • UX DESIGNER

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## EDUCATION

### Malmö University

M.S., Interaction Design (In Progress)

### World Wide Web Consortium

WCAG 2.1, Certificate (In Progress)

### DePaul University, Design

Communications, Certificate

### Northeastern Illinois University

M.A. Communication

B.A. Communication

## RESEARCH AWARD

McNair Scholars Program on human behavior with QT and QL data collection in response to visual stimuli.

## SKILLS & TOOLS

A/B Testing

Agile Framework

Azure DevOps

Competitor Analysis

Confluence

Content Analysis

Content Design

Contentstack

Dovetail

FigJam

Figma

G Suite

Google Cloud Platform

Google Search Console

Google Trends

JIRA

Journey Mapping

Microsoft Office

Miro

Presentations

Product Evaluation

Prototyping

Public Speaking

SEO

Short and Long Form Copywriting

Stakeholder Relationship Building

Usability Testing

User Flow Diagramming

UserZoom

Wireframing

Zeroheight

## EXELON CORPORATION

UX DESIGNER

2023/03 – Current

- Conducting design audits across all Exelon operating companies in the U.S. for the Manage Energy Use for low-income customers' mobile and desktop pages that include updates to meet the Exelon Utility Design System (EUDS) for quarterly maintenance releases that pertain to all touchpoints the user has with digital solutions.
- Assistance Finder feature results includes a 76.85% application completion success rate for the questionnaire, a 31.4% decrease of calls to the call center and 1,329 customers receiving Assistance Finder grants which directly contributes to \$953,957.84 in bad debt reduction for Q2 2023.

## GOOGLE

UX DESIGNER

2022/06 – 2023/03

- Responsibilities included reviewing research to understand product pain points and used tools to create usable, accessible and an enjoyable skills-based training repository for internal Googlers that will allow Learning and Instructional Designers to build simple and efficient learning pathways to learn skills, reskill, and upskill in computer science, artificial intelligence, machine learning, and digital literacy.
- The product goal is to build a data structure through large language models (LLMs) using Bloom's Taxonomy that will grow a skills graph that represents how job skills are connected to other skills. The organizational goal is to advance technical capabilities and career prospects within Google, particularly to improve historically marginalized groups in tech and to promote the development of inclusive and unbiased Google products.
- Heuristic evaluation and user testing improved predictability and usability of the UI by 17% by assisting user flows with clear, concise, and consistent tooltip content that provides users with universal understanding of features – increasing product adoption and eliminating the upfront need for the user's guide.

## PARAMOUNT+

CONTENT DESIGNER

2021/01 – 2022/06

- Redesigned content, media, badges, and icons within brand guidelines in Salesforce Trailhead to build cohesive trails, modules, and units customized for customer service agent training and customer interactions through live chat, phone, and email – saving the company the operational expense of hiring external training contractors.
- Built customized LMS dashboards that allows team leads and employees to view relevant information about learning progress and courses in Salesforce Trailhead according to their access privileges. Team leads gain meaningful insights with pre-built reports, filters, and metrics for specific data, to help determine the impact of employee learning with trackable performance measures.

## STAC\_Y WITH NO E ® LLC

PRODUCT DESIGNER

2020/01 – 2020/12

- Responsible for helping define current and future products from market and user needs through competitive analysis, usability studies, concept designs, and focus groups.
- Services included developing meaningful personas, quantitative and qualitative data to help validate product and design decisions to assist my clients in understanding what would make their user's experience more intuitive, accessible, and enjoyable.
- Clients included the City Councilman campaign for Memphis, Tennessee, a small business that runs a farm, and a 0 to 1 design for a tiny house on wheels.

## FOR FUN

- Coffee and tea are my oxygen, morning walks and Brompton bike rides are my emotional regulation, and laughing at my dog Eleven, because she does "Strange(r) Things."