

Lydia Connors | UX Designer/User Researcher

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Professional Summary

As a dedicated UX Designer and User Researcher with over 3 years of experience at a cutting-edge financial technology company, I excel in crafting digital experiences that leave a lasting impact. My unique blend of skills, drawn from a background in marketing and B2B sales, sets me apart in making informed design decisions and solving complex problems.

Skills

UX/UI Skills | User Research, C&C Analysis, User Personas, Usability Testing, Data Analysis, User-Centered Design, Web & Mobile Design, Prototyping, Interaction Design

Other | Collaboration, Communication, Problem-Solving, Empathy, Adaptability, Attention to Detail, Critical Thinking

Tools | Figma, Asana, Jira, Salesforce, Maze, OptimalSort

Professional Experience

General Assembly | User Researcher and UX Designer | Remote

July 2023 - October 2023

- **CREWASIS** - Acted as a UX Designers & Researcher for a 3 week client project. Designed a data scientist portal for communication, collaboration, and project tracking. Conducted competitive and comparative analyses, influencing platform design. Developed a roadmap for continuous improvements to handoff to developers on the CREWASIS team.
- **ZARA** - Acted as a UX Designer and lead User Researcher for a 2.5 week conceptual feature design sprint. Led user research, resulting in data-driven recommendations. Collaborated to design a style guide feature to enhance user experience. Conducted usability testing before iterating on the design.

C2FO | Supplier Relationship Manager | Leawood, KS

April 2020 - July 2023

- Orchestrated and delivered comprehensive supplier training, enabling effective platform navigation and achieving \$300B in supplier funding.
- Resolved supplier issues, maintaining customer satisfaction, and contributing to a NPS score of 72.
- Collaborated seamlessly with cross-functional teams, including product and research, to ensure the smooth release of new product iterations to suppliers. This entailed efficient communication, feedback collection, and alignment with supplier expectations for enhanced user experiences.

Boulevard Brewing Company | Brewery Guide | Kansas City, MO

July 2019 - April 2020

- Led daily brewery tours for groups of 30+ visitors, sharing insightful knowledge.
- Delivered engaging narratives about production, history, and brand ethos.

Red Bull North America | Foodservice Customer Specialist | Des Moines, IA

Sept 2017 - July 2018

- Strategically managed new accounts in diverse segments, fostering growth.
- Cultivated a partnership with sales reps at Sysco, fostering a collaboration that drove business growth.
- Orchestrated account activations, maximizing sales opportunities.

Education

General Assembly | User Experience Design Immersive | Remote

July 2023 - October 2023

Kansas State University | Bachelor of Science in Business Administration | Manhattan, KS

August 2013 - May 2017

Major: Marketing

International Business Certificate

Professional Strategic Selling Certificate