

# Caytlyn Trickey

I bring brilliant products into the world through research; a deep understanding of people and their needs; and design that is not only slick, but functional and intuitive.

[www.trickeytrickey.com](http://www.trickeytrickey.com)

 [trickeytrickey](#)

 [trickeyc@umich.edu](mailto:trickeyc@umich.edu)

 Denver, CO

## EDUCATION

---

### UNIVERSITY OF MICHIGAN MASTER OF SCIENCE

Specializations:

- Human Computer Interaction
- User Experience Design Information
- Analysis & Retrieval

### PURDUE UNIVERSITY BACHELOR OF SCIENCE

**Major:** Computer Graphics Tech.

**Minors:** Computer Information Technology, Entrepreneurship

## SKILLS

---

### Design

User Experience Design  
User Interface Design  
Visual Design  
Product Design  
Prototypes  
Sketching  
Wireframes  
Design System Management

### Tools & Frameworks

Invision  
Sketch  
ProtoPie  
Figma  
Adobe Creative Suite  
Agile

### Research and Management

Business Model Canvas  
Competitive Analysis  
Usability Testing  
User Interviews  
User Research  
Heuristic Analysis  
Information Architecture  
Product Management  
Roadmaps

Roadmapping  
Prioritizing backlogs  
Prioritizing Initiatives  
Leading Sprints  
Product Strategy  
Leadership

## PHILOSOPHIES

---

### BUSINESS FOCUSED

The key to building exceptional experiences is deeply understanding the intersection of critical business and market gaps and problems users have-- not just diving in straight to solutioning. Understanding business process and creating allies outside of the product realm is crucial for buy-in and strategic development and success of anything we build.

### RADICALLY CANDID

Taking a page from Kim Scott's book, I strive to communicate candidly and directly with everyone I work with and welcome feedback with open arms. Being honest and constructive is important for everyone to grow and develop. I don't shy away from conflict.

### LEADERSHIP DRIVEN

Great leadership equals a great experience. Even when not in leadership positions, I'm naturally driven to lead and rally others toward a common goal. I believe the key to great leadership is delegation and teamwork—I am not the superhero, my team is. Though I am a highly confident and capable producer, I want to encourage and build others up to their true potential.

## WORK EXPERIENCE

---

### PRODUCT AND UX STRATEGIST 8/19 - Present

#### Reach Engine by Levels Beyond

- Driving and defining product initiatives and shaping the product roadmap through research and discovery
- Leading and driving strategic research and design initiatives throughout the entire product and customer lifecycle
- Working directly with large enterprise customers to gather insights, define needs, while managing shifts in priorities
- Managing a small UX Team. Driving the team's focus on increased user research, feedback, and prototyping efforts to increase usability and satisfaction earlier in development rather than having costly interjections later on
- Redefining and improving UX processes as well as relationships with Product Team and C-Suite

### UX DESIGNER, 2/17 - 8/19

#### Reach Engine by Levels Beyond

At Reach Engine, I'm driving strategic product initiatives through a UX lens and optimizing the experience of our product in order to maximize our clients' creativity.

#### UX Lead on Blueprint: strategic initiative focused pre-planning assets for production

- Facilitated design team offsites to define vision, mid-term roadmap, and objectives for immediate design and development.
- Arranged and conducted user interviews & surveys with some of the world's largest enterprise media companies to gain feedback on prototypes
- Created low and medium fidelity prototypes
- Prioritized backlog and agile ceremonies with the Product manager

#### UX Designer on Spartan: a product redesign for the legacy MAM application called Access

- Conducted comprehensive experience analysis of the current product and presented a plan of attack for areas needing various enhancements on usability, accessibility, and cognitive load.
- Drove the creation and adoption of a design system for rapid creation and handoffs to developers
- Spearheaded a VPAT assessment to understand our current level of accessibility standards
- Worked alongside the Product team to prioritize areas of development
- Designed and tested new features with iterative prototypes

#### UX Designer & Liaison on the Workflow Engine: the backbone for custom workflow management

- Translated complex backend requirements to sensible use-cases
- Interviewed highly technical users to identify areas that increase authoring speed by 90%, improve seamless adoption, and decrease the amount of duct-taped technical code used in production.

### PRODUCT DESIGNER, 6/16 - 8/16

#### CBS Sports | CBS Interactive

Interned with the Games Design, Media and Tech teams to create digital sports products for the CBS brands. Redesigned the existing Pick 4 Fantasy Golf app starting from user and stakeholder goals and shaping them into sketches, wireframes and prototypes to create a more engaging fantasy golf experience. Conducted UX research on video integration and developed a set of standards for that integration. Interviewed employees from different departments to gain a deep understanding of CBS Sport's workflow and to recommend improvement areas to my supervisor.

### UX RESEARCHER, 8/16 - 5/17

#### University of Michigan Athletics

Critically analyzed MGoBlue.com through user experience analysis, user testing, and surveys to provide solid documentation, analysis, and research on key areas to focus on for the eventual redesign of Michigan Athletics' websites MGoBlue.com and ThisIsMichigan.com

- Conducted stakeholder interviews
- Designed survey to identify Michigan Athletics user segments and gauge specific feature usages and opinions on usability and design of MGoBlue.com
- Developed Usability tests focusing on existing functionality of MGoBlue.com and identify key improvement areas for the redesign
- Served as the moderator for Usability tests, focus groups, and interviews
- Provided detailed documentation for the redesign team to consider in addition to Google Analytic

### DIGITAL INTERN, 8/16 - 5/17

#### University of Michigan Athletics

Enhanced the digital and web experience of the University of Michigan Athletics department. Conducted competitive analyses of social media graphics being used by top notch athletic departments across the country in order to lay groundwork for effective graphics for the University of Michigan's Hockey and Basketball teams. Developed graphics templates for social media use in future years.