Ash Karr

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Work History

JPMorgan Chase

Remote, Pacific Standard Time | VP UX Research, Payments | September 2022 – Present

- Lead research focusing on small business Collect & Deposit Center and Fraud Protection Services
- Recent projects include: payroll landscape audit, small business banking mobile application navigation analysis, digital payments cross LOB product and UX strategy (NorthStar)

Bill

Remote, Pacific Standard Time | UX Research Manager, Payments | April 2022 – September 2022

- Managed team of researchers focusing on digital payments for Bill.com products
- Managed vendor relationship for creation of customer segmentation films and related collateral used to socialize customer segment and JTBD framework

Oracle

Remote, Pacific Standard Time | Research Program Manager & Principal Researcher, Oracle Cloud Infrastructure (OCI) | Leadership Board Member & Finance Lead, Oracle Diverse Abilities Network (ODAN) | August 2017 – April 2022

- Created and maintained user research program for Oracle Cloud Infrastructure (OCI)
- Ran trainings on research related topics and consulted on executive sponsored research related projects and studies
- Collaborated with Oracle legal, compliance and ethics, and Global Business Practices (GBP) at intersection of user research, law, and data ethics
- UserZoom administrator for OCI

- Supported research for beta programs and customer advisory boards
- Developed and maintained Oracle Cloud personas and user journeys; conducted usability tests, competitive analyses, user interviews, cognitive walkthroughs, task analyses, user flows, surveys, focus groups, etc.
- Research lead for Adobe Analytics set up for Oracle Cloud console and cross product NPS program
- Leadership board member and finance lead for Oracle Diverse Abilities Network (ODAN), an Oracle Employee Resource Group (ERG) with over 1,000 members worldwide; managed $25,000 annual budget; oversaw and conducted annual reviews for sub-committee chairs and local chapter chairs

Seattle Children's Hospital

Seattle, WA | Family Advisory Council Board Member | June 2020 – June 2021

- Participate in focus groups that improve the family experience re: specific processes and programs
- Serve on hospital workgroups and committees as representatives of the patient and family perspective
- Review projects that improve patient care practices

Smartsheet

Bellevue, WA | User Experience Manager | August 2016 – August 2017

- Managed a team focusing Smartsheet's features directly tied to the company's revenue streams, including but not limited to onboarding, pricing, and payments; methods included surveys, customer interviews, persona development, customer journeys, prototyping and usability testing, A/B+ testing; our designs helped break all sales records in the summer of 2017
- Supported UX Director in developing and growing UX department
- Worked with leadership to Integrate the UX process into the broader Agile product development process

General Assembly

New York, Los Angeles, Seattle | Lead User Experience Instructor, Program Manager | November 2013 – July 2016

- Created curricula for and taught design and tech related workshops, as well as a full-time, 10-week, UX Design Immersive (UXDI) course
- Managed immersive program instructors as well as immersive students

- Formed partnerships with companies such as UserTesting.com, The Noun Project, Amazon, Google, and Axure
- Trained thousands of professionals in UX related topics
- Graduated 200+ students from UXDI - my graduates earned on average 20% more than they did before attending my course, and they work at organizations such as Microsoft, Amazon, Google, Wells Fargo, and Disney
- UXDI became one of GA's largest revenue generators and positively impacted the eventual sale of GA to Swiss Staffing company, Adecco, for $412.5 million in 2018

Ash Graydon, LLC

Multiple Locations | User Experience Consultant, Business Owner | March 2003 - Current

- Research-based UX consultant and business owner since 2003; my work focused on synthesizing quantitative and qualitative data to identify business opportunities, persona development, user interviews, cognitive walkthroughs, A/B+ testing, and prototyping and usability testing
- Client highlights include: Cloudflare, Adobe Live for XD, Skillshare, Persado, Frontier Communications, Green Dot, UCSF, and Emory University

Veteran's Administration

Iowa City, IA | Research Scientist | Aug 2011 – Aug 2012

- Designed & conducted research to evaluate usability, effectiveness, satisfaction with, & acceptability of electronic personal health records, mobile phone applications, web-based applications, software, & telemedicine clinics
- Established VA's first telemental health clinic with patient-end positioned in non-VA secure facility; designed study to evaluate efficacy of care & program design
- Contributing author to telehealth textbook published by Elsevier titled, "*Telemental health: clinical, technical, and administrative foundations for evidence-based practice*"

Embry-Riddle Aeronautical University

Daytona Beach, FL | Research Assistant | Aug 2009 – May 2011

- Instructed & developed curricula for statistics, research, design, & bioengineering courses
- Oversaw over forty semester-long undergraduate design projects
- Wrote work-place safety assessment program & conducted assessments with Occupational Health & Safety Department
- Focus group member NextGen research & technology roundtable sponsored by FAA

- Columnist for Embry-Riddle newspaper, The Avion

Education

Embry-Riddle Aeronautical University (ERAU)

- Daytona Beach, FL
- Master of Science Human Factors & Systems Engineering, GPA: 4.0, Graduated With Distinction 2011
- Psi Chi, Amelia Peabody Scholarship recipient

Emory University

- Center for Lifelong Learning
- Atlanta, GA
- Post-Baccalaureate Professional Certificate Finance, Graduated 2008, passed CFP & Series 7

La Universidad de Granada, España

- Granada, España
- Study Abroad Program in Spanish Language, Culture, & History 2002

University of California Los Angeles (UCLA)

- Los Angeles, CA
- Bachelor of Arts Anthropology Subspecialty Medical & Psychological Anthropology; GPA 3.67, Graduated Cum Laude 2003
- UCLA Departmental Honors, UCLA College of Letters and Sciences Research Scholar, Undergraduate Research Scholar, Wasserman Foundation research grant recipient, named Wasserman Scholar

Publications

ACM SIGCHI Interactions

- UX columnist for ACM / SIGCHI's journal, Interactions
- Karr, A. (2015). UX Research vs. UX Design. Interactions, Volume XXII.6, 7.

Elsevier

- Contributing author & assistant editor
- Myers, K., & Turvey, C. L. (2013). *Telemental health: clinical, technical, and administrative foundations for evidence-based practice*. London: Elsevier

Oxford University Press

- Contributing author
- Creed, A. (2012). *Organisational behaviour.* Oxford: Oxford University Press

American Society of Mechanical Engineers

- Contributing author
- Carter S, White D, Karr A, Liu D. *Systems Engineering Development on a Student-Designed B20 Plug-In Hybrid Electric Vehicle for the EcoCar Competition*. ASME. Energy Sustainability, ASME 2011 5th International Conference on Energy Sustainability, Parts A, B, and C ():1781-1785. doi:10.1115/ES2011-54382

Certificates & Training

- Facilitating Virtual Collaboration, The Grove Consulting International
- Designing and Leading Change, The Grove Consulting International
- Strategic Planning for Remote Teams, The Grove Consulting International
- Graphic Recording Training, Bikablo
- Principles of Graphic Facilitation, The Grove Consulting International
- AUXP (Associate User Experience Professional) with the Board of Certification in Professional Ergonomics
- mHealth (Mobile Healthcare Technologies) certificate with the American Telemedicine Association
- Human Factors in Telemedicine certificate with the American Telemedicine Association
- Expert Witness Training with the Human Factors and Ergonomics Society
- Series 7 & Certified Financial Planning (CFP) licenses