

# James McDowell

James.n.mcdowell@gmail.com | (770) 609-5080 | Atlanta, GA | [jamesnmcowell.com](http://jamesnmcowell.com)

---

## WORK EXPERIENCE

---

**Peraton (Centers for Disease Control and Prevention contract)** **Feb 2022 – Present**

*Lead User Experience Specialist* *Atlanta, GA*

- Worked on end-to-end multi-year modernization of CDC.gov in response to COVID-19 traffic increase
- Led 50+ tests across 1000+ users to empower CDC.gov relaunch and digital modernization strategy
- Delivered research insights to Division Director to gain buy-in from CDC programs to propel forward
- Tested and refined 77 standardized content templates improving page consistency across 40,000 pages
- Improved information findability by 29% and achieved a user satisfaction score of 90% via UX insights
- Led research evaluating revamped design and navigation, resulting in a 94% navigation task success
- Made content more findable & reusable through design and implementation of global taxonomy system

**Hewlett Packard Enterprise (HPE)** **May 2019 – Aug 2019**

*UX Researcher/UX Designer (Intern)* *Fort Collins, CO*

- Developed and formalized research practice and processes within the UX research team
- Designed and executed mixed methods research spanning from generative to evaluative research
- Designed wireframes of key interfaces for HPE's upcoming flagship product, GreenLake Hybrid Cloud
- Led design jams with cross-functional product teams to align vision for new products

**Freelance consultant** **May 2017– Present**

*UX Researcher/UX Designer* *Atlanta, GA*

- Provided UX research, design, and development services to non-profits and small businesses

**Cool Blue Interactive** **Jul 2017– Nov 2017**

*UX Designer/ Front-end developer (contract)* *Atlanta, GA*

- Created mockups and developed sites using Drupal CMS for clients (CDC Foundation, Alliance Theatre)

## EDUCATION

---

**Georgia Institute of Technology, Atlanta, GA** **2018-2020**

*Masters in Science, Human-Computer Interaction | GPA: 4.0*

*Bachelor of Science, International Affairs | GPA: 3.9* **2010-2015**

*Bachelor of Science, Applied Languages & Intercultural Studies | GPA: 3.9* **2010-2015**

## SKILLS

---

<b>Research:</b>	<ul style="list-style-type: none"><li>▪ Moderated + unmoderated</li><li>▪ Qualitative + quantitative</li></ul>	<ul style="list-style-type: none"><li>▪ Remote + in-person</li><li>▪ Generative + evaluative</li></ul>	<ul style="list-style-type: none"><li>▪ Tools (UserTesting, Optimal, Qualtrics)</li></ul>
<b>Research Methods:</b>	<ul style="list-style-type: none"><li>▪ Usability testing</li><li>▪ User interviewing</li><li>▪ Card sorting/ tree testing</li></ul>	<ul style="list-style-type: none"><li>▪ Heuristic evaluations</li><li>▪ Accessibility testing</li><li>▪ Contextual inquiry</li></ul>	<ul style="list-style-type: none"><li>▪ Survey design</li><li>▪ A/B testing</li><li>▪ Task analysis</li></ul>
<b>Design:</b>	<ul style="list-style-type: none"><li>▪ Tools (Axure, Figma, Balsamiq, Adobe CC)</li></ul>	<ul style="list-style-type: none"><li>▪ Wireframing</li><li>▪ Mockups (mid-high)</li></ul>	<ul style="list-style-type: none"><li>▪ Accessible design (508 standards)</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>▪ MS suite (e.g. Office, Excel)</li></ul>	<ul style="list-style-type: none"><li>▪ German (Fluent)</li><li>▪ Persian (Fluent)</li></ul>	<ul style="list-style-type: none"><li>▪ HTML, CSS, JavaScript</li><li>▪ Front-end development</li></ul>