

STEPHANIE BAIONE

UX RESEARCHER

CONTACT

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

MS in Human-Computer Interaction

Aug 2019 - May 2021

-Interactive Computing
-GPA 4.0

GEORGIA INSTITUTE OF TECHNOLOGY

BS in Computational Media

Aug 2015 - May 2019

-Minor in Spanish
-GPA 3.81, Highest Honors

SKILLS

RESEARCH METHODS

QUAL: Contextual Inquiry, Usability Studies, A/B Testing
Affinity Diagrams, Interviews, Surveys, Card Sorting,
Competitive Analysis, User-Centric Storytelling
QUANT: Data Analysis, Task Analysis, Kano Analysis

DESIGN

Information Architecture, Storyboarding, User Flow,
Wireframing, Rapid Prototyping, Journey Design

PROGRAMMING

Java, JavaScript, TypeScript, C# for Unity, Angular,
React, Bootstrap, Python, HTML, CSS, Git

TOOLS

Dovetail, Figma, Miro, Excel, Adobe CC (Ps, Id, Xd, Ai),
Unity, Processing, Arduino, Solidworks

AWARDS & ACTIVITIES

GEORGIA INSTITUTE OF TECHNOLOGY

Human-Computer Interaction Graduate Council - 2020

College of Computing - Outstanding Senior Award - 2019

Ivan Allen College - Outstanding Student Achievement
Inside and Outside the Classroom - 2019

Dean's List, continuous - 2015-2019

GT Study Abroad in Spain and Mexico; Language for
Business and Technology - Summer 2017

WORK EXPERIENCE

USER EXPERIENCE RESEARCHER

June 2021 - Present

VERIZON CONNECT | Remote

-Independently manage and lead a multi-phase research initiative to inform the development of a new Reveal Video platform with a global cross-functional team.
-Executed rapid research on a winning global hackathon team that resulted in our AI solution becoming integrated into the core Reveal Video product.
-Developed new methodologies for product teams to evaluate customer centricity by roleplaying the use of our own product.
-Conducted multiple parallel phases of research and analysis to strengthen customer engagement on the Hum platform as an intern (June 2020 - Aug 2020).

FRONT END DESIGN/DEVELOPMENT INTERN

May 2019 - Aug 2019

UPS | Alpharetta, GA

-Designed, developed and deployed prototype for a front-end Angular application on UPS.com to fulfill package shipping needs for customers.
-Improved the website's scalability, functionality and ongoing maintenance.

RESEARCH ASSISTANT

Sep 2016 - May 2019

GEORGIA TECH IMAGINE LAB | Alpharetta, GA

-Assisted with user interface design/development projects related to architectural visualization technologies, including user interface design/development of the Gorilla Sandbox Project, an interactive sandbox that displays 30 years of research data on specific gorilla species.
-Developed a virtual reality program using Unity to be played on Vive that allows users to plant, grow and cut trees from a virtual arboretum.

MARKETING RESEARCH INTERN

Jun 2018 - Aug 2018

THE HERSHEY COMPANY | Hershey, PA

-Performed competitive analysis of various social media sites' digital marketing capabilities and recommended online advertising strategies based on an analysis of consumer segmentation data.
-Developed and proposed a digital marketing solution to streamline purchasing through targeted online advertisements and touch commerce.

GRADUATE UX PROJECTS

JAMBA ORDER-AHEAD APPLICATION UX RESEARCH & REDESIGN

Georgia Institute of Technology | Aug 2019 - Dec 2019

UX research project for Focus Brands/Jamba to increase business profitability by researching and identifying which Jamba application design elements negatively affected UX and proposing how those design elements should be modified to improve UX and application sale rates.

FOOD DELIVERY BICYCLIST COMMUNICATION ASSISTANT UX DESIGN: THE dPOD

Georgia Institute of Technology | Aug 2019 - Dec 2019

UX design project focused on helping food delivery bicyclists more effectively communicate with customers; utilized a variety of user research processes including literature reviews, competitive analysis, interviews, affinity diagrams and data analysis; developed unique design elements.

PUBLICATIONS

Crossroads: a transgender education platform for Greek life students - Apr 2022

Stephanie Baione, Yiming Lyu, Audrey Reinert & Jessica Roberts (2022)

Crossroads: a transgender education platform for Greek life students, Journal of LGBT Youth, DOI: 10.1080/19361653.2022.2070813