

Elisabeth A. Hubert

Hubert Experience Design, New York, NY (c) 914-799-1622 (e) lis@elisabethhubert.com [Work Samples](#) Password: hubert22

Summary

High performing user experience consultant with a record of achievements in creating digital strategies and designs that aim to enhance the experience of products and services. Looking to help businesses better understand their users, define their web and mobile strategies and make their web and mobile services easier, more meaningful and more enjoyable to use. Strong team leadership, creative thinking, communications and customer service skills applied to improving user satisfaction and customer retention.

Services & Deliverables

- Experience/Digital Strategy
- User Interviews, Research & Analysis
- Stakeholder Interviews
- Competitive Analysis
- Heuristic Evaluations
- Usability Testing
- Concept Models
- Personas
- Scenarios
- Feature Lists & User Stories
- Influence and Consultation
- Information Architecture
- Interaction Design
- Card Sorting

Relevant Professional Experience

Future Insights

Advisory Board Member

2012 - present

Responsible for identifying, recommending and connecting with potential new talent and topics for upcoming [Future Insights](#) events. Talent and content would look to educate and inform the web design and development communities in regards to current and upcoming trends in the industry.

8coupons, New York, NY

Chief Experience Officer

2011 - present

Responsible for bringing the user perspective forth in both the product strategy as well as product development of [8coupons.com](#) by organizing and conducting all hands on deck strategy and prioritization workshops, instituting a design research framework, as well as enhancing and focusing product development using customer research feedback and company and technological priorities.

The EGC Group, Melville, NY

User Experience Consultant

2011 - 2012

User Experience consultant responsible for leading the homepage redesign effort to unify [Brother.com](#) by creating and instituting the redesign project process, employing user experience methodologies to create competitive analysis, personas, information architecture, and design concepts, interviewing, selecting and overseeing third party testing resource that recruited and tested 60 participants across 6 continents, and integrating user research into the iterative design of international homepage.

Clients: Brother

Naviscent, San Carlos, CA – [Work Samples](#)

User Experience Consultant

2011 - 2012

Consultant responsible for creating & leading digital strategy direction for NBC Universal internal application by conducting stakeholder interviews, collaborating with visual designer, and leading final presentation to internal executives that explained and evangelized the digital strategy as well as the need for user experience projects.

Clients: NBC Universal, Viacom Media Networks

8coupons, New York, NY

User Experience Consultant

2011

User Experience and usability lead responsible for the testing and redesign of [8coupons.com](#). Completed this effort by leading stakeholder and business interviews, developing high-level personas, employing user research and testing methods, and partnering with visual design, business and technology resources.

Moment Design, Inc., New York, NY - [Work Samples](#)

User Experience Consultant

2010 - 2011

Experience Design consultant responsible for conceptualizing and designing mobile applications and websites for ESPN Mobile and espnW. In this role I, utilized experience design expertise to create an iPad application that successfully extends the TV broadcast experience, created visual outputs as well as facilitated sessions with product leads in order to evaluate business ideas and prioritize product features for espnW brand, led the experience design process for phase 2.0 of the [espnw.com](#) redesign, and conceptualized, sketched, wireframed and presented new designs to espnW & ESPN Mobile teams in order to receive client feedback and sign off.

Clients: ESPN, nba.com

Critical Mass, Calgary, Alberta, CA – [Work Samples](#)

Freelance Information Architect

2009

Designed innovative user experiences for Fortune 100 client, [att.com](#), to bring the site in line with current and future user and business needs. Partnered with individuals across the organization ranging from account management to sales and support to ensure requirements and needs were defined and designed for.

Clients: AT&T

Weight Watchers International, New York, NY – [Work Samples](#)

Information Architect

2008 – 2009

Operated as full time creative subject matter expert for the Plan Manager Application, the highest visited portion of [weightwatchers.com](#). Created designs which resulted in the highest month for new online sign ups to date.

Speaking Engagements

- Interaction Design Beyond the Interface – Full Day Workshop: *Future of Web Design NYC 2012; Future of Web Design Prague 2012*
- The Future of UX – Killing the Wireframe Machine: *Future of Web Design NYC 2012; Future of Web Design Prague 2012*
- Learn the Business Behind the IA Business: *IA Summit New Orleans, 2012; The Big Apple Redux NYC, 2012*
- How Being a Jock Makes a Better Interaction Designer: *Interaction 12 Dublin, 2012*
- Wonderful Web App UX: *Future of Web Design NYC, 2011*
- Agile's Secret Step... Discovery: *Midwest UX, 2010; The Big Redux, 2010*

Professional Affiliations

Astia – Advisor

Information Architecture Institute – Member

Interaction Design Association (IXDA) – Local Leader

UX Awards 2013 – Juror

Education

University of Connecticut, Storrs, CT

B.S, Business Administration

Major: Management Information Systems

Complete Client & Employer List

Design Agencies

- Big Fuel 2012
- Catalyst Group 2010
- Critical Mass 2010
- EGC Group 2011 - 2012
- G51 Studio 2010
- LBI 2011
- Moment Design, Inc 2010 – 2011
- Naviscent 2011-2012
- Noise 2011-2012
- RAPP 2010
- Simply Interactive 2010
- Solvate 2010

eCommerce

- 8Coupons 2011
- Light & Motion 2013
- Thuzio 2012 - 2013

Health & Wellness

- Cookbook Create 2012 – 2013
- Meditation.com 2013
- Weight Watchers International 2008 – 2009

Media & Entertainment

- AnyClip 2010
- Fanlime 2011-2013
- Nabewise 2009

Financial Services

- USAA 2005 - 2008
- The Hartford 2003 – 2005

Publishing

- John Wiley & Sons 2010

Real Estate

- dealQ 2010-2012