

# Elisabeth A. Hubert

Hubert Experience Design, New York, NY  
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[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

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](http://8coupons.com).

- Organize and conduct all hands on deck strategy and prioritization workshops in order to create an updated, experience focused product roadmap.
- Institute a design research framework to create an ongoing, continuously updated method for gathering customer feedback.
- Enhance and focus product development using customer research feedback as well as company and technological priorities to guide feature creation.

The EGC Group, Melville, NY

User Experience Consultant

2011 - present

User Experience consultant responsible for leading the homepage redesign effort to unify [Brother.com](http://Brother.com).

- Responsible for creating and instituting redesign project process in order to ensure a holistic project that accounts for the necessary user experience design activities to reach business & product goals.
- Employ user experience methodologies to create competitive analysis, personas, information architecture, and design concepts in order to provide a holistic design solution that is user centric, meets business needs, and takes into account technical complexities.
- Interview, select and oversee third party testing resource that recruits and tests 60 participants across 6 continents.
- Integrate user research into iterative design of international homepage to ensure the design coincides with user expectations and satisfies user goals and tasks.

*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.

- Conducted stakeholder interviews in order to define the current application's problems, complexities and planned enhancements.
- Collaborated with visual designer in order to create strategy document and high-level product roadmap in order to visualize and communicate the need and responsibilities of future project work.
- Lead presentation to internal executives that explained and evangelized the digital strategy as well as the need for user experience projects in order to secure project funding.

*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](http://8coupons.com).

- Lead stakeholder and business interviews to determine goals and success metrics for site redesign.
- Develop high level personas to focus and stress test design solutions.

- Employ user research and testing methods to uncover and highlight issues with the current version of the site as well as to discover design and functionality opportunities with new versions of the site.
- Partner with visual design, business and technology resources to develop new interface solutions to meet user, business and technical requirements.

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.

- 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.
- 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

AnyClip, New York, NY – [Work Samples](#)

User Experience Consultant

2010

Created overall UX Strategy regarding [anyclip.com](#) for future site development. Defined and implemented new approach to integrating UX into AnyClip development process to ensure a user focused feature set.

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.

## Professional Affiliations

Midwest UX 2011, Columbus OH – Speaker

Interaction 12, Dublin Ireland - Speaker

Information Architecture Institute

Interaction Design Association (IxDA) Local Leaders Group – Volunteer Leader

## Education

University of Connecticut, Storrs, CT

B.S, Business Administration

Major: Management Information Systems

## Complete Client & Employer List

### Design Agencies

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

### eCommerce

- 8Coupons *2011*

### Health & Wellness

- Weight Watchers International *2008 – 2009*

### Media & Entertainment

- AnyClip *2010*
- Fanlime *2011*
- Nabewise *2009*

### Financial Services

- USAA *2005 - 2008*
- The Hartford *2003 – 2005*

### Publishing

- John Wiley & Sons *2010*

### Real Estate

- dealQ *2010*