

# Alexis Timms

Senior UX Researcher | Mixed-Methods & Systems Strategy

Senior UX Researcher with 10 years of experience navigating high-stakes technical domains in aerospace, sports tech, and digital health. Specialist in **Technical Empathy**: the ability to bridge the gap between engineering constraints and human-centered needs. Proven track record of de-risking six-figure investments by translating complex qualitative and quantitative data into actionable product roadmaps.

## EXPERIENCE

### Georgia Tech Research Institute (GTRI) — Applied Researcher III

AUG 2022 - FEB 2026

- ❖ **Strategic Roadmapping:** Led Stage 0–1 research for an Augmented Reality (AR) sports system, conducting ethnographic deep-dives with elite coaching staff to identify "communication-under-pressure" bottlenecks.
- ❖ **Evidence-Based Pivot:** Redirected product strategy from hardware-centric to infrastructure-first (Athletic Management System) after identifying "technology fatigue" and critical data silos among staff.
- ❖ **Funding Acquisition:** Secured \$250K+ in incremental project funding from the GT Athletic Association by presenting research-driven demos that aligned technical builds with validated workflows.
- ❖ **Technical De-risking:** Conducted a comparative AR vs. VR ecosystem audit to select the platform most compatible with high-performance physical environments, de-risking a six-figure capital investment.
- ❖ **Interface Design:** Spearheaded the UI implementation for the Air Force Talon Trinity prototype, achieving instant operator buy-in by optimizing UX for extreme operational constraints (e.g., in-flight refueling).

### Michigan BASS Nation (MBN) — UX Research & Strategy Lead

JAN 2025 - MAY 2025

- ❖ **Website Strategic Redesign:** Executed a comprehensive Information Architecture (IA) overhaul, utilizing card sorting and website content audits to reorganize complex organizational data into a user-centric hierarchy.
- ❖ **Workflow Automation:** Mapped the Tournament Director's 3-hour manual data process through stakeholder interviews, identifying critical bottlenecks for automation.
- ❖ **Product Impact:** Designed and developed a results management platform using React and Tailwind CSS, achieving a 92% reduction in processing time (under 3 minutes).
- ❖ **AI-Assisted Prototyping:** Leveraged generative AI (vibe coding) to accelerate the design-to-code process, delivering a high-fidelity functional prototype for stakeholder validation.

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## SKILLS

- ❖ **Methodologies:** Task-Based Heuristic Analysis (Nielsen's 10), Severity Mapping, Card Sorting (Open/Closed), Information Architecture (IA), Website Content Audits.
- ❖ **Tactics:** Ethnography, User Modeling (Personas/Task Scenarios), Usability Testing (Remote/Moderated), Affinity Mapping, WCAG 2.1 Accessibility Audits.
- ❖ **Tools:** Qualtrics, UserTesting.com, Jotform, Figma, Zoom (Remote Research), Miro.
- ❖ **Technical Edge:** Systems Engineering, Technical Risk Mitigation (WCA/LCA), Stakeholder Management, Requirement Prioritization, React, Tailwind CSS, AI-Assisted Prototyping.

## AWARDS

### People's Choice Award, STING Innovation Program (GTRI)

SPRING 2023

Selected by unanimous peer vote for delivering the program's most actionable, user-centered MVP, transforming complex USMC technical specs through targeted stakeholder research.

## Capital Area Transportation Authority (CATA) — UX Research Project Lead

JAN 2024- MAY 2024

- ❖ **User Modeling:** Developed targeted personas and task scenarios to simulate real-world rider behaviors, ensuring the evaluation covered critical path workflows (e.g., route planning, fare purchase).
- ❖ **Task-Based Heuristic Evaluation:** Executed a rigorous audit using Nielsen's 10 Usability Heuristics, identifying 15+ friction points across the mobile experience.
- ❖ **Severity Mapping & Synthesis:** Categorized findings by Severity Level (1-3) and thematic impact, providing a data-driven hierarchy for engineering prioritization.
- ❖ **Strategic Handoff:** Delivered an executive-level presentation featuring annotated interface screenshots and actionable design recommendations, directly influencing the product roadmap for new-rider retention.

## SYSTEMS ENGINEERING FOUNDATION

### Rockwell Collins | SEAKR Engineering — Systems Research & Design Engineer

JUL 2016 - OCT 2022

- ❖ **Human Factors & Safety:** Applied **Technical Empathy** to identify ethical and legal risks in hardware part substitution, leading to formal legal justification memos and safety protocol shifts.
- ❖ **Quantitative Risk Analysis:** Performed Worst-Case Analysis (WCA) and Logic Compatibility Analysis (LCA), translating complex analytical findings into design decisions under performance and risk constraints.
- ❖ **Complex Systems Validation:** Led end-to-end hardware validation and design checkout, ensuring user-facing technical requirements were met in high-reliability aerospace environments.

## EDUCATION

### Michigan State University — M.S. in User Experience

SEP 2023 - JUL 2025

### University of Central Florida — B.S. in Electrical Engineering

## FEATURED CASE STUDY

### NFL Foundation — Accessibility & WCAG Audit

- ❖ **Accessibility Evaluation:** Performed a comprehensive audit of the NFL Foundation digital platform against WCAG 2.1 Level AA standards.
- ❖ **Inclusive UX Recommendations:** Identified critical accessibility barriers and provided prioritized, data-driven recommendations to ensure inclusive experiences for diverse user groups.

## LANGUAGES

- ❖ English (Fluent, native)
- ❖ Spanish (Beginner)