

Alexis Timms

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Mixed-Methods UX Researcher combining 9 years of engineering expertise with 3 dedicated years in human-centered design. With a M.S. in User Experience, I specialize in translating complex mixed-methods research (interviews, usability, prototyping) into clear, actionable insights that drive product strategy and achieve measurable business impact.

Certifications & Professional Development

- **Google UX Design Professional Certificate** | Coursera | April 2024
- **UX/UI for Gaming** | ELVTR | March 2024

Skills

UX Research & Methodologies: User Interviews, Usability Testing (Lab & Remote), Heuristic Analysis, Affinity Mapping, Mixed Methods Research, Playtesting, Survey Design & Implementation, A/B Testing, Information Architecture, Card Sorting, Ethnography

Tools: Figma (Wireframing & Prototyping), Microsoft Office Suite (Excel, PowerPoint, Word), Google Workspace (Sheets, Slides, Docs), Survey Software (e.g., Qualtrics), Adobe Creative (InDesign, Illustrator, Photoshop)

Programming: C/C++, C#, XAML, Python, React, Tailwind CSS

Soft Skills: Collaboration, Adaptability, Systems Thinking, Translating Complex Information, Remote Team Collaboration, Ability to work on multiple projects simultaneously

Work Experience

Georgia Tech Research Institute (GTRI) | Applied Research Engineer
Smyrna, GA

Aug 2022 - Present

Augmented Reality Sports Management System | Principal Investigator

- Conducted in-depth user research with Georgia Tech football staff to identify pain points and design opportunities for using extended reality to enhance game-day readiness, analogous to conducting playtests for game development.
- The foundational research directly led to securing over \$250k in total project funding by presenting key findings to stakeholders.

Air Force TENCAP Talon Trinity Prototype | Interface Designer

- Spearheaded the design and implementation of the user interface, achieving instant user buy-in and rapid adoption from operators and program managers due to the high-polish and intuitive design, successfully avoiding a typical "developer-designed" outcome.
- Optimized UI/UX for extreme operational constraints, reducing complexity for operators in a difficult user environment (e.g., refueler aircraft during flight) and ensuring all functionality was usable without extensive training or handholding.
- Managed project scalability by integrating new capability requirements without adding undue complexity to the interface; developed and implemented the primary application interface using Microsoft .NET, C#, and XAML

ARM & JTEN Integration Study | Secondary Investigator

- Designed the core Human Engineering Test Plan methodology and led all user test sessions with pilots for the AI/ML flight test simulator system, directly contributing to securing \$1.5M+ in continued sponsored development funding.

- Developed rigorous user scenarios and detailed test procedures, including the implementation of the System Usability Survey (SUS), to benchmark software usability following the 24-month development cycle.
- Analyzed and synthesized all research data (quantitative SUS results and critical qualitative pilot interviews) and formally reported findings to the Principal Investigator to inform the final stakeholder presentation and prioritize the capability roadmap.

SEAKR Engineering Inc | Digital Design Engineer II
Centennial, CO

Oct 2019 - Aug 2022

- Conducted end-to-end hardware design, including board design, schematic capture, layout guidelines, simulation, and analysis.
- Designed a system backplane utilizing the SpaceVPX 6U architecture and performed critical analyses (LCA, WCA) to ensure system reliability.
- Led design checkout and validation in a lab environment.

Rockwell Collins | Digital Hardware Design Engineer (G2)
Cedar Rapids, IA

Jul 2016 - Oct 2019

- Designed and verified digital hardware, including full-cycle circuit board design and working with complex components (Stratix 10, DDR4).
- Tested a Power Amplifier Card with high voltages (115 VDC), simulating circuits on LTC and using digital logic for safety mitigation.
- Identified a significant ethical and legal risk with a substitute part, refusing sign-off and leading to the creation of a formal legal justification memo.

Academic Projects

Michigan BASS Nation Tournament Results Management App | UX Researcher

- Resolved the critical user pain point of 2-3 hour manual results formatting and upload by synthesizing user feedback and implementing thought-driven UI/UX automation, achieving a 92% reduction in processing time (under 3 minutes).
- Led the end-to-end UX process, including narrative-driven task scenario creation and usability testing, specifically focused on streamlining the Tournament Director's complex workflow to inform user-centric product decisions.
- Designed and developed the final solution using React and Tailwind CSS, building a dynamic desktop application to manage complex data workflows; leveraged generative AI tools to accelerate coding tasks and streamline development.

Capital Area Transportation Authority (CATA) Usability Evaluation | Project Lead | UX Researcher | UX Designer

- Conducted a heuristic evaluation of the CATA mobile website and completed a remote usability study via Zoom, evaluating website usability on effectiveness, efficiency, and satisfaction.
- Provided stakeholders with data-driven recommendations and supporting evidence based on observations during the usability evaluation, demonstrating ability to summarize and communicate insights.

Education

Michigan State University | East Lansing, MI
M.S. User Experience | Fall 2023 - Summer 2025

University of Central Florida | Orlando, FL
B.S. Electrical Engineering | Fall 2011-Spring 2016