

# Laura Lipscomb

Dallas-Fort Worth Metroplex



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## Summary

Versatile, accomplished interactive marketing and user experience professional with more than 20 years of experience leading interactive marketing and information technology initiatives. Extensive experience with user research including psycho-physiological testing methods, study plan creation, execution as well as post-study analysis and presentation of results. Demonstrated ability to learn and teach new concepts, easily adapt to change, and manage multiple concurrent tasks. Effective team builder and leader who understands the necessity to develop and train a highly effective staff. An innovative, high-energy person with excellent organizational and communication skills, and a track record of success.

Specialties: • Web Analytics • Online Advertising • User Experience Research  
• Project Management • Channel Management • Strategic Planning  
• UX Design • Content Management  
• Marketing Communications • Social Networking  
• E-Commerce

## Experience



### UX Architect

Southwest Airlines

Nov 2015 - Present (6 years 1 month +)

Main responsibility is user experience (UX) research. In-lab/in-person as well as remote user studies that include but not limited to usability, sentiment, card sort, navigation, and design preference.

Experienced with iMotions psycho-physiological testing methods as well as Usertesting for remote studies. Responsible for determining strategy, design, implementation of study, and post study analysis.



### Adjunct Instructor

The Art Institutes

Oct 2015 - Jan 2016 (4 months)

Adjunct instructor for UI Design and Information Architecture.



### UX Architect

Tonic3

Aug 2014 - Oct 2015 (1 year 3 months)



### Sr UX Strategist

TPN

Jul 2013 - Jun 2014 (1 year)



### UX Lead Information Architect

American Airlines

Nov 2011 - Jun 2013 (1 year 8 months)



### **User Experience Designer**

MedAssets

Apr 2011 - Nov 2011 (8 months)



### **Director, Interactive Services**

TracyLocke

Mar 2007 - Mar 2009 (2 years 1 month)



### **Information Architect**

TracyLocke

Aug 2004 - Mar 2007 (2 years 8 months)



### **Business Analyst**

Susan G. Komen

May 2003 - Aug 2004 (1 year 4 months)

Responsible for determining the business needs of various departments within the foundation in relation to the development of a consolidated database for internal use that interfaces with Internet users.

Heavy business user interaction. Responsible for creating business analysis documents, functional specifications, reporting requirements, use cases, and test case scenarios. Responsible for application design including navigation, wireframes, screen layout and design.



### **Information Architect**

Imaginuity

Mar 2003 - May 2003 (3 months)

Responsible for designing the best possible user experience for websites and web applications using a user-centered approach. Translated business and user requirements into functional definitions and developed interface recommendations. Created site maps, work flows, user interfaces, prototypes, competitive analyses, site content and its management. Heavy client contact for gathering functional requirements and business rules to apply to the website design and functionality. Created functional plans and test plans.

## **Education**



### **Fielding Graduate University**

Doctoral Student, Media Psychology

2009 - 2022



### **Fielding Graduate University**

Master of Arts (M.A.), Psychology with emphasis in Media Psychology

2009 - 2011



## **New York Institute of Technology**

MBA, with distinction, Marketing

2006 - 2007



## **Texas A&M University-Corpus Christi**

BA, English, Chemistry, Biology

1982 - 1986

## **Skills**

Agile • Online Advertising • Web Design • Web Analytics • Social Networking • Project Management  
• Mobile Interface Design • Social Media Strategist • Qualitative Research Analysis • Quantitative  
Research Analysis