

overview → 25 yrs sr. digital strategist & creative director | passionate user advocate devoted to human centeredness across all aspects of product and application design | holistic design approach, balancing brand and technology needs with user needs and wants | relentlessly attentive and natural entrepreneur

MAYRA RUIZ-MCPHERSON, MA, MFA

SR. UX/UI DIRECTOR • UX RESEARCHER/WRITER • MARKETING TECHNOLOGIST • CYBERPSYCHOLOGIST • SR. DIGITAL STRATEGIST

UX/UI : HIGHLIGHTS

- **Launched Vistorylizer:** Created/Designed a free, Python-based, visual media measurement tool exclusively for Twitter using its near real-time API: Vistorylizer.com (2021)
- **Trained media psychologist:** Media psychology is a field devoted to the exploration of the human-media experience; namely the impact of media and technology to human psychology/behavior, which offers great advantage when constructing and designing interactive and dynamic experiences between humans and media
- **20+ years UX/UI experience:** Proven track record across two+ decades of interaction design, product design, and UX design across enterprise-wide desktop/mobile apps, mobile sites, microsites, landing pages, email marketing, and much more
- **Offshore & domestic teams:** Experienced leading offshore and domestic UX/UI design teams, ensuring effective communication of interactive design goals in tight alignment with client or project requirements
- **Industry award:** My redesign work for STAR.com (an ATM debit network) while serving as Director of Web Communications won an industry award for best financial institution website redesign/makeover in 2002.
- **Web design adjunct instructor:** From 2000-2002, I developed 15-week semester courses on web design as an adjunct instructor for the Corcoran School of Art + Design in Georgetown. I also taught community-based web design classes tailored toward working adults on behalf of Jefferson County, WV from 2002-2004.



We just had a great conversation with Mayra about the content strategy for our new website and wanted to express Mayra has provided us with outstanding support for this project, not only in the areas of UX and Design but also Project Management and Implementation as well. Having her as our single source of contact, and her relentless focus on our progressive success, has been something we've come to highly value and depend upon. In short, we heavily rely on Mayra to help our team complete this project as expected and to the level of quality our entire organization requires.

Jerry Hefner, Web & Digital Director, Marketing at WorldStrides

UX RESEARCH SAMPLES

PROJECT	CHALLENGES	DESIGN	IMPLEMENTATION	IMPACT	LESSONS
BEHAVIOR	Understand and define audience behavior and needs	Develop a research plan to understand user behavior	Execute the plan and collect data	Identify key insights and trends	Apply insights to inform design decisions
RESEARCH	Identify research goals and objectives	Design research questions and methods	Conduct research and collect data	Analyze data and identify insights	Communicate findings to stakeholders
DESIGN	Define design goals and objectives	Develop design concepts and prototypes	Test and iterate on design concepts	Finalize design and prepare for implementation	Monitor and evaluate design performance
IMPLEMENTATION	Plan and execute implementation strategy	Develop and launch implementation plan	Execute implementation plan and monitor progress	Identify and address implementation challenges	Evaluate implementation results and learn lessons
IMPACT	Define impact goals and objectives	Develop impact measurement plan	Collect and analyze impact data	Identify and communicate impact results	Apply impact results to inform future projects

Audience Engagement Considerations for Adobe's Behance Community

[Research and ideation includes recommendations for expanding UX to accommodate a new user group to increase audience reach](#)



PERSONA PROFILE
World of Strides

NAMES

- Evelyn Castillo
- Nympha "Nym" Nirmugadisa

BACKGROUNDS

- Evelyn is a Graduate student and candidate for MPH (Master of Public Health) at JHU
- Nym is a Graduate student at JHU's Dept of Epidemiology

COLLECTIVE HIGHLIGHTS

- Deeply passionate about giving back to the community
- Possess empathy, compassion for the goodwill of others
- Seek to create positive, meaningful impact and bring a sense of comfort, hope and support into the lives of the underserved

User Persona Profiles for Enterprise Mobile App

- [Family member persona](#)
- [Head of family persona](#)
- [Grandparent persona](#)
- [Staff persona](#)

INTERNATIONAL STUDENT TRAVELER @ WORLDSTRIDES

MIDDLE SCHOOL	<ul style="list-style-type: none"> • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region 	<ul style="list-style-type: none"> • My Top 3 Programs: APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region
HIGH SCHOOL	<ul style="list-style-type: none"> • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region 	<ul style="list-style-type: none"> • My Top 3 Programs: APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region
UNIVERSITY	<ul style="list-style-type: none"> • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region 	<ul style="list-style-type: none"> • My Top 3 Programs: APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region
PERFORMING ARTS	<ul style="list-style-type: none"> • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region 	<ul style="list-style-type: none"> • My Top 3 Programs: APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region • APAC (Asia-Pacific) Region

Proposal & User Research for International Youth Soccer Tours via Worldstrides

[Approach/research for senior stakeholders explains new website project approach for differentiating offerings to defined youth soccer audiences as well as sprints/milestones](#)

OPTION A.1 - Thread Blue/White
Photo full background, opaque



OPTION A.2 - Thread Yellow/White
Photo full background, opaque



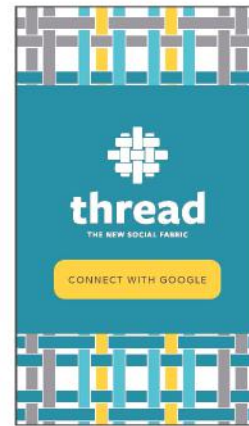
OPTION A.3 - Thread Gray/White
Photo full background, opaque



OPTION B.1 - Thread Blue/White
65% photo background | 35% logo top



OPTION B.2 - Thread Brand Highlight
Braided artwork as background



OPTION B.3 - Thread Grays/White
Clean, simple, monotone



Examples of various UX screen options for enterprise-wide mobile app, in alignment with the client's requirements & feedback

UX / ROLES & EXPERIENCE

SR. DIRECTOR, USER EXPERIENCE & DIGITAL STRATEGY / QBURST TECHNOLOGIES / 2009 - 2017

Developed creative output of client web/mobile apps, with oversight of offshore and domestic design team and processes; including ideation, presentation and execution of new features and improvement of existing ones; the operational readiness of the creative team, all in fulfillment of brand promise on behalf of clients • Provided interaction design leadership and support to product development efforts • Evangelized importance of design, user interface, user feedback, and data-driven decisions in designing end-to-end user experiences • Championed client brand(s) in all aspects of web/mobile/digital • Communicated evolution of design ideas clearly, consistently, and effectively to stakeholders/audiences.

DIRECTOR OF WEB COMMUNICATIONS / STAR SYSTEMS / 2001 - 2004

Served as an integral part of the product roadmap planning process for all aspects of STAR.com, with the ability to design and impact user experience and product direction • Created wireframes, storyboards, visual designs, prototypes, sitemaps and screen flows to support new financial services products and feature enhancements • Conducted regular usability testing and provided actionable reports summarizing results • Developed personas and usage scenarios to support testing • Produced designs that adhered to the STAR Brand Management specifications, style guides, and design systems.

UX / CLICKABLE GALLERY

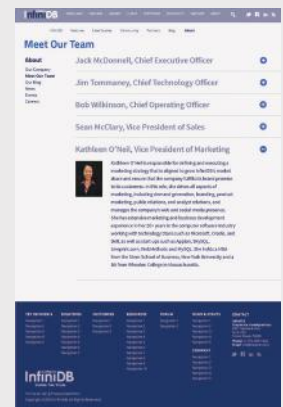
UX for K12 Edtech Weekly Email Newsletter w/20K subscribers: [Option A](#) | [Option B](#)

Middle School Geography EdTech Website [Before](#) | [After](#)

Enterprise-wide Wireframes for Community-Based Organization: [Desktop](#) | [Mobile](#)

EDUCATION

PhD, Media Psychology (began 2020) | Fielding Graduate University / MA, Media Psychology (graduated 2019)
MFA, Illustration (anticipated graduation 2022)
Academy of Art University
BS, Business Administration (graduated 2017)
Strayer University



UX screens for highly custom Joomla, mobile-responsive website