



HI, I'M DEVON SINGH.

Experience Designer & Researcher

devon.singh@yahoo.com | devonsingh.com

SKILLS

UX Research

- A/B testing
- Card sorting
- Cognitive walkthroughs
- Competitive reviews
- Contextual inquiries
- Ethnographic research (observing & interviewing)
- Heuristic evaluations
- Personas, Scenarios, Storyboards
- Surveying
- Tree testing
- Usability testing
- *Loop11*
- *Optimal Workshop*
- *SurveyMonkey*
- *User Testing*

UX Design

- Sketching
- Wireframing
- Mockups
- Prototyping
- *Adobe Photoshop*
- *Balsamiq Mockups*
- *Invision*

- *Microsoft Visio*
- *Omnigraffle*
- *Proto.io*
- *Sketch*

Game Design

- Game design documentation
- BSP placement
- Texturing
- Visual scripting
- Lighting
- Kleenex testing
- *Unreal Editor*
- *Valve Hammer Editor*

Content Design

- Style guides
- Auditing content
- Drafting
- Artificial intelligence & conversation design
- Content strategy
- Technical writing
- Interface writing
- Editing and proofreading
- Testing content
- Managing content

- Developing videos
- *Camtasia*
- *Microsoft Office*

Project Management

- Agile Scrum
- Project conception
- Project planning
- Project execution
- Project closing
- *Atlassian Confluence*
- *Atlassian Jira*
- *FogBugz*
- *Microsoft SharePoint*
- *Shotgun Software*
- *SourceGear Vault*
- *Tortoise SVN*

Other

- Cross-functional collaboration
- Front-end programming (HTML, CSS, JS)
- Issue resolution
- Leadership
- Public speaking

EXPERIENCE

Product Designer & Researcher (Contract)

March 2017 to Present

MSC Software – Irvine, California

- Project manage and lead a team of five designers over the course of 6 months to investigate the usability of computer-assisted engineering software used in mechanical engineering
- Plan and conduct cognitive walkthroughs, competitive analyses, contextual inquiries, heuristic evaluations, and usability tests
- Sketch, wireframe, and prototype solutions using findings from testing



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Content Specialist

May 2015 to Present

Facebook – Menlo Park, California

- Recipient of the “Scale Over Self” award for implementing analytics dashboards to help content professionals be more data-driven
- Collaborate cross-functionally with engineering, marketing, and product teams to ensure 1.8 billion users are onboarded on Facebook’s products
- Oversee onboarding for Content Operations, and recently reduced training time by 50%
- Serve as an expert on Facebook’s friendly, jargon-free voice
- Manage multiple projects simultaneously while maintaining close attention to detail

Technical Writer

October 2014 to May 2015

Sailthru - New York City, New York

- Supervised technical communication for #3 fastest-growing private company in New York City
- Integrated documentation request pipeline into existing product development cycles
- Built and maintained a client-facing documentation website with a strong focus on usability
- Developed clear and concise documentation for a variety of departments, including Account Management, Implementation, Professional Services, Product, and Support

Producer/Technical Writer

October 2013 to September 2014

High 5 Games - New York City, New York

- Oversaw all technical communication for Game Design and Product departments, including end-user documentation (i.e. game rules), marketing communications, product specification documents, and training documents (i.e. wikis)
- Managed a documentation database for over 300 games
- Produced a document style guide to maintain clarity and uniformity, while adhering to gambling compliance standards
- Collaborated with mathematicians to create new gameplay features and mechanics
- Acted as a gameplay subject matter expert, and address questions from other departments, including Art, Consumer Relations, Management, Marketing, Product, and Quality Assurance
- Coordinated weekly game review meeting to discuss the status of games in production
- Analyzed industry trends and presented to senior management to drive product innovation

Associate Producer

March 2011 to October 2012

The Guildhall at Southern Methodist University - Dallas, Texas

- Led teams of up to 20 developers on projects up to 8 months in length using agile software development methodologies
- Developed and managed project planning and tracking mechanisms throughout products’ life cycles
- Established a self-governing team culture to improve team buy-in, dynamics, and morale
- Acted as a liaison between Producers and development team, addressing both side’s concerns regarding project requirements, milestone deliverables, and team dynamics
- Edited team’s planning documentation for grammar and uniformity prior to submission to Producers
- Oversaw all team pitches, presentations, and user playtest sessions



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EDUCATION

Master of Human-Computer Interaction & Design

University of California, Irvine – Irvine, California

Grade Point Average: 4.0 (A+ = 4.0)

September 2016 to September 2017 (Expected)

Master of Interactive Technology

The Guildhall at Southern Methodist University – Dallas, Texas

Grade Point Average: 3.66

January 2011 to December 2012

Bachelor of Arts in Professional Writing, Rhetoric & Technology

University of South Florida – Tampa Bay, Florida

Grade Point Average: 3.65

August 2001 to May 2006