



## Edie Rachel Lee

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### Personal Profile

- Nine years of experience in user research and evaluation, accessibility and information architecture
- Expertise in designing and conducting research studies, analyzing results and formally reporting findings
- Skilled technical writer and editor of reports, web content, and proposals

### Professional Experience

#### User Experience Specialist & Technical Writer, Lebsontech LLC (2008 - present)

- **User research and evaluation initiatives** for government, non-profit and private sector clients' websites, mobile apps and low/high fidelity mockups and wireframes
  - **Usability Testing:** Develop test plans, log test sessions, and lead data analysis and final report writing
  - **Focus groups:** Log sessions, analyze data and write recommendations reports
  - **Heuristic Reviews:** Detail where websites do not meet usability best practices; evaluate content and use of plain language; make recommendations to improve usability
  - **Information Architecture:** Review site structures and propose new organizational schemes; conduct card sorts (both online and in-person); analyze data
  - **Web Analytics:** Analyze and report on Google Analytics
  - **Search Engine Optimization (SEO):** Analyze and report on whether SEO best practices are met
  - **Content inventory:** Complete web content inventories
  - **Accessibility:** Assess compliance of webpages
  - **Competitive analysis:** Review functionality/usability of websites in comparison to others similar sites
  - **Surveys:** Design, implement, and analyze data
- **Technical writing**
  - **Writing for the web:** Draft and rewrite web content to adhere to best practices
  - **Report writing :** Lead report writing for research efforts
  - **Editing:** Conduct final review/edit of most documents for Lebsontech, including reports, user guides, test plans, presentations, training materials, and articles for publication

#### Vice President of PR & Activities Coordinator, Parents at Home, Inc. (2003-2007)

- Created, organized and maintained monthly events calendar and activities listing for non-profit group; wrote content for monthly publications

#### Clinical Research Assistant, Center for Rheumatology & Bone Research (1999-2001)

- Wrote and edited web content and advertisement and recruitment materials for clinical research studies
- Maintained confidential research study patient database and regulatory documents
- Tracked and reported on clinical trial study recruitment, enrollment, and revenue

#### Research Associate, The Institute for Genomic Research (1997-1998)

- Performed molecular biology techniques to support ongoing genetic research
- Collected, evaluated, analyzed and reported on research data

#### Teaching Assistant, University of Maryland at College Park (1997)

- Taught an honors seminar on research, data evaluation and research opportunities, and increased student awareness of ethical, moral and social dimensions in research
- Taught lab portion of a biological anthropology course and wrote portions of lab manual

### Education

**Bachelor of Science (B.S.) in Biological Sciences**— Summa Cum Laude, University of Maryland, College Park, 1998