

# Alaylah Heinbuch

Usability Engineer

## Profile

Results-oriented Usability Engineer with 2 years of experience in designing and evaluating user interfaces for optimal user experience. Adept at conducting user research, analyzing user requirements, and implementing effective usability improvements. Proficient in various tools and methodologies, with a strong ability to communicate complex concepts to cross-functional teams. Committed to enhancing user satisfaction and product performance through continuous innovation and user-centered design principles.

## Employment History

### Usability Engineer at Kineticom, WV

May 2023 - Present

- Led the redesign of a major client's mobile application, resulting in a 35% increase in user engagement and a 25% decrease in customer support calls related to app usage.
- Conducted comprehensive usability testing for a high-profile project, identifying and resolving over 150 critical usability issues, leading to a 50% reduction in user errors and a 40% increase in task completion rates.
- Collaborated with cross-functional teams to implement user-centered design principles, leading to a 30% improvement in overall product satisfaction ratings from end-users in post-launch surveys.
- Spearheaded the creation of a company-wide usability training program, increasing employee understanding of usability best practices by 75% and contributing to a 20% improvement in the overall user experience of products developed by Kineticom.

### Associate Usability Engineer at KeyLogic Systems, WV

Jul 2021 - Apr 2023

- Led a team in conducting 5 comprehensive usability evaluations for major clients, resulting in a 25% improvement in user satisfaction and a 15% reduction in user-reported issues.
- Successfully redesigned and optimized the user interface of a web application, leading to a 30% increase in user engagement and a 20% reduction in user errors.
- Developed and implemented a streamlined usability testing process that increased efficiency by 40%, enabling the completion of an additional 10 usability projects within the same time frame.

## Certificates

### Certified Usability Analyst (CUA)

May 2022

✉ [alaylah.heinbuch@gmail.com](mailto:alaylah.heinbuch@gmail.com)

☎ (726) 693-0126

📍 123 Maple St, Charleston, WV 25301

## Education

### Bachelor of Science in Human-Computer Interaction at West Virginia University, Morgantown, WV

Aug 2017 - May 2021

Relevant Coursework: User Experience Design, Interaction Design, Usability Engineering, Web and Mobile Development, Cognitive Psychology, Human Factors, Information Architecture, Visual Design, Prototyping, and Accessibility.

## Links

[linkedin.com/in/alaylahheinbuch](https://www.linkedin.com/in/alaylahheinbuch)

## Skills

Wireframing

Prototyping

Heuristic Evaluation

Axure RP

Sketch

Figma

InVision

## Languages

English

Spanish