

Sarah Walczynski

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Professor

IT Director

Researcher

Project Manager

User Experience Analyst

“ Hello, I’m Sarah W. I love leading teams to find solutions and incubate innovations. My biggest strengths are using data to define what people really want, getting the right players in the room, give them the tools they need, and clearing the way to make it happen. ”

Experiences

July 2018 - Present

Client Experience Learning & Development

COUNTRY Financial - Bloomington, IL

July 2017 - July 2018

Product Owner - Interactive Assesses & Development (IAD)

COUNTRY Financial - Bloomington, IL

July 2014 - July 2017

Senior User Experience Analyst - IAD

COUNTRY Financial - Bloomington, IL

January 2012 - December 2017

Professor of Human Factors and HCI

Illinois State University - Normal, IL

October 1997 - July 2014

IT Director - College of Arts & Sciences

Illinois State University - Normal, IL

Degrees & Certifications

MS - 2002

Industrial & Organizational Psychology

Illinois State University - Normal, IL

BS - 1997

Psychology

Illinois State University - Normal, IL

2012 - IT Infrastructure Library (ITIL) certification

2016 - Six Sigma Yellow Belt certification

2017 - SAFe Practitioner Certification

2020 - J.D. Power Customer Service certification

Some things I can do

- Help create a **shared vision**, blueprint, and roadmap it out
- Manage a **collaborative team** and **mentor** at different stages
- **Manage** multi-year projects
- **Promote** a user-centered design process
- **Prioritize** ongoing schedule of updates for websites/systems
- **Incubate** new technology and innovations
- **Promote** metrics, voice of customer, and secondary research
- **Guide** primary attitudinal and behavioral research
- **Train-the-trainer for** classroom, VILT, and self-paced options

Awards

Living Our Values Award (COUNTRY Financial Award)

This award recognizes employees whose behaviors go above and beyond exemplifying the organizational expectations associated with our values.

Dean’s Staff Award (College of Arts & Sciences Award)

This is now called the CAS Excellence Award. The award recognizes a staff member for significant contributions to the College.

Team Excellence Award (University Award)

This award recognizes collaborative efforts of a group demonstrating exemplary teamwork. I had received it twice within 5 years.

Star Award (Student Affairs Award)

This award recognizes “Staff That Are Remarkable” for promotion of diversity, innovation by a team, or an outstanding new program.

Williams Technology Service Award (Provost Award)

This award recognizes an individual who has made extraordinary contributions to the University in the area of technology and service.

Management & Collaboration Tools

SDLC, SAFe, Hybrid agile-fall, Waterfall, ITIL, Office 365, Slack, MS Teams, SharePoint, MS Project, Six Sigma, and a rolling white board.

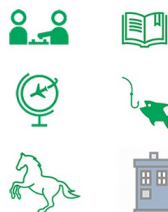


Learning & Design Methodologies

Gestalt principles, Nielsen’s Heuristics, Norman design principles, usability qualities (5Es), fractional notation, learning styles, andragogy and pedagogy, design thinking, and atomic design



Hobbies



Myers-Briggs Type
ENTJ/INTJ

Research Tools & Methods

Voice of customer (Qualtrics, Clarabridge), Analytics (Sitecat, Google Analytics), Card sorting (Optimal Workshop), Eye tracking (Tobii), Online user testing (UsabilityHub, User-Testing, UserZoom), In-lab user testing (Morae), Surveys (Qualtrics, Select Survey, Forms)



Web Tools

Wireframing (Axure, Adobe XD), Prototype development (HTML5, CSS), Web content management systems (Dreamweaver, WordPress, Adobe AEM)

