Mikal Beth Fortenberry
UX Designer/Researcher

Empathy-driven | Curious | Multi-disciplinary
Communicative | Collaborative | Bridge Builder

PROFILE

ENFP, Enneagram 3
CliftonStrenths:
Developer, Input,
Connectedness,
Communication,
Empathy

EDUCATION

Texas Woman's University
B.S. in Music 1999

Southern Methodist University
UX Design Program
Certification 2020

TOOLS

Adobe XD, Photoshop,
Illustrator, Acrobat;
iOS Suite; Salesforce;
Google Docs,
Trello, Miro, Mural,
Form Assembly;
Visual Studio Code

CONTACT

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2021

UX Researcher | CommonTeri Services (project in progress)

- Surveyed current intake processes for a collective of 20 Adult Literacy non-profit organizations to create a common intake process to be shared across the collective
- Surveyed all participating organizations remotely using Form Assembly questionnaire regarding current process
- Next Steps: Analyzing data collected from existing intake forms, questionnaire results and one-on-one interviews with directors, staff and volunteers to uncover main pain points and target improvement opportunities
- Goal: to create a streamlined, universal digital intake process that collects the most relevant applicant data and allows representatives to easily route applicants to the correct program within the collective (coming May 2021)

2020 - 2021

UX Designer | Filmmaker's Website (project in progress)

- Conducted UX inspection of existing website for filmmaker M.A. Morris with curators and fine art academics (typical users)
- Created empathy map, personas and journey map of user experiences
- Organized workflow for site overhaul and designed views from paper sketches to minimum viable product in Adobe XD
- Conducted usability test over Zoom using Adobe XD prototype link (Going live mid-2021)

2020

UX Designer/Project Lead/Design Student | Rumi

- Led a team of 4 in the development of Rumi, an app designed to help users who experience anxiety
- Conceived of concept for app and led direction of development
- Conducted heuristic research of digital products marketed to users who experience anxiety and targeted market differentiators for Rumi collaboratively with team
- Facilitated user research and synthesized data into user stories, empathy maps and journey map collaboratively with team
- Rapidly iterated paper sketches, to wireframes, to prototyped high-fidelity views following workflows created with team
- Conducted usability testing over Zoom using Adobe XD prototype link
- Presented MVP of Rumi to potential investors and stakeholders over Zoom

1999 - 2021

Additional Experience

- Medical Research Recruiter, EchoPMG, Inc (2020-present)
- Independent Sales Rep, World's Finest Chocolate (2014-2020)
- Scheduling Manager, Dallas Museum of Art (2013-2014)
- Restaurant Manager, Oddfellows (2012)
- Service Industry, Various Dallas companies (2008-2013)
- Owner/Operator/Instructor, Mikal Beth Fortenberry Studios (2007-2014)
- Elementary Music Teacher, Frisco ISD (2001-2007)
- Jr High Choral Director, Carrollton-Farmers Branch ISD (1999-2001)