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Throughout my career, I've cultivated my passion for user research and user-centered design, expanding it into a broader commitment to crafting holistic user experiences. By delving into both the business objectives and the intricate needs of our users – their goals, motivations, and contextual factors – my teams and I have achieved success through collaborative efforts with dedicated Product Managers, Engineers, and Data Scientists, resulting in innovative and impactful solutions.

I've discovered that I thrive in complex environments, a common thread across the diverse domains I've worked in – from Big Tech and the US Government to Startups and Healthcare. I naturally gravitate towards tackling complex use cases, finding them both stimulating and rewarding.

Above all, I find immense fulfillment in leading teams driven by ambitious visions and motivated by the pursuit of meaningful problems.

Experience

CSL, Executive Director of Digital Diffusion Labs

September 2021 to Present | Austin, TX (Remote)

I lead a dynamic team of creative minds including designers, product managers, and software engineers, dedicated to pioneering innovative digital solutions for CSL. Our approach is grounded in an in-depth exploration of the intricate domains we operate in and a profound understanding of the individuals we strive to empower. By embracing modern digital product philosophies, we ensure that our solutions not only meet but exceed the evolving needs of our clients and end-users.

Merck, Director of Design & Data Visualization

March 2018 to September 2021 | Austin, TX

Led the user experience and user research efforts for a suite of products within the Data & Analytics domain. My team also supported the Design efforts across Drug Discovery, Clinical Research, Sales, and Marketing.

Quid, Head of Design (UX Design and Research)

May 2015 to March 2018 | San Francisco, CA

Led the Design (User Research + UX) team to enhance the strategic and tactical user experience of the product. Conducted over 50 semi-structured user interviews, developed personas, and use cases to inform the roadmap. Conducted usability tests quarterly to assess the utility of algorithms and evaluate interface usability.

PNNL (National Lab), Visual Analytics – UX Designer & Researcher

November 2010 to May 2015 | Richland, WA

Worked across dozens of projects in user research and user experience roles working alongside our clients (law enforcement and other government clients) to design new visualizations and leverage existing visual analytics approaches. Published UX research and project methods in journals, conferences, & workshops.

IBM, UX Designer & Researcher

January 2006 to November 2010 | Austin, TX

Led onsite customer user research, persona validation, scenario development, prototyping, and user validation activities for products and solutions. Trained multiple interaction designers in user experience design and process. Additionally, helped author, maintain, and review the IBM System Management UI Guidelines.

Education

Georgia Institute of Technology / Georgia Tech

M.S. Computer Science (Human Computer Interaction focus), GPA: 4.0, December 2005

Texas A&M University

B.S. Computer Science GPA: 3.7, May 2004

Awards & Honors

22 Patents (14 Granted, 8 Filed) with USPTO while at IBM, Quid, Merck, and CSL
McKinsey Black Management Accelerator: Strategy Coursework, Graduated April 2021
Smith Executive Training, From Specialist to Strategist, 2010
Texas A&M: Academic All-Big 12 Track and Field Teams, 2002