Nannearl Brown

Los Angeles, CA

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EXPERIENCE

Teens Exploring Technology (TXT)
Los Angeles, CA

User Experience Researcher; Product Manager Intern
2017-2018

- Performed market research and evaluated gathered information in order to clearly communicate to technical and nontechnical personnel via written reports and oral presentations
- Designed surveys and analyzed data in order to integrate user experience findings into mobile app design
- Collaborated with product design and engineering teams to develop requirements, business model, and go-to-market strategies for successful creation and launch of mobile MVP

ICF International
Rockville, MD

Business Analyst; Management Consultant
2015-2016

- Analyzed data in order to deliver detailed reports to technical and business stakeholders, resulting in the implementation of a department-wide software update
- Collaborated with external teams to design surveys and conduct client interviews and focus groups, resulting in the development of concise user stories and specifications for client recommendations

Femme Comp, Incorporated
Washington, DC

Business Technology Analyst
2013-2015

- Acted as the main liaison between the CIO and IT departments in order to translate business needs to technical requirements, resulting in a 50% efficiency increase of all virtual meetings

PROJECTS

- **Strain Directory:** Designed new feature for Weedmaps app; performed user research to validate design and product/market fit, developed product requirements document, and go-to-market strategy
- **Website Usability Evaluation:** Created and conducted a usability test plan for a website prototype; designed prototype, facilitated focus groups, built use cases, led user scenario tests, analyzed usability using KLM-GOMS, and provided data-driven recommendations for design and functionality updates

EDUCATION

University of Southern California | Los Angeles, CA
Master, Nonprofit Leadership and Management (2018)

University of Virginia | Charlottesville, VA
M.E. Systems Engineering (2015)
B.S. Engineering Science (2012)

ADDITIONAL INFORMATION

- **Product School, May 2018 –** Software Product Management Certification
- **Tech Skills/Tools:** HTML, CSS, JavaScript, SQL, Balsamiq, Sketch, Photoshop, InVision, Optimizely
- **Other Skills:** Data analysis; Survey design and analysis; A/B testing; User interviews; Focus groups; Process flows; Requirements gathering; User acceptance testing; Human centered design; Usability testing; GOMS; User scenarios; Applied human factors engineering; Wireframing; Product management
- **Los Angeles City Lead, Black Tech Women –** Organizes and markets events for a premier community of Black women in the tech ecosystem; establishes and maintains corporate partnerships