

Ada Powers

she/her • ada@powe.rs • 805 201 1280
@mspowaahs (twitter, medium, codepen)

I'm an interdisciplinary and intersectional technologist hell-bent on doing right by other people. My work has a broad, but consistently human-centered focus, informed by my relations with a diverse range of communities. I'm currently most excited about building and contributing to research teams, doing neat things with words, baking inclusion and accessibility into products and process, getting my hands dirty with data, and creating design systems.

SKILLS OVERVIEW

Design

- Experience and interaction design
- User research and usability testing
- Research process operationalization
- Prototyping in code, mockup, paper
- UX and content writing and editing

Technology

- HTML5, CSS3
- JavaScript, Vue
- Node, PHP
- Adobe CC, Figma
- Git (adversarially)

People

- Leadership and facilitation
- Inclusive culture consulting
- Cultural sensitivity training
- Community liaisonship
- Event production

SELECTED EXPERIENCE

Information Developer, Tealium 2017 to present

- Innovated as writer/developer/designer hybrid at market-leading customer data orchestration platform.
- Wrote and edited documentation and product copy as technical/UX writer embedded into dev and design teams.
- Developed internal tools for documentation team, such as code-to-markdown generators and self-service bots.
- Pitched, built, and scaled user research program from two-person skunkworks to C-level initiative.
- Synthesized user research data into actionable recommendations and collaborated with designers to implement.
- Hired and managed summer user research intern, matching projects to her personal development goals.
- Laid groundwork for content strategy efforts, including design system and voice+tone style guide.

Community Liaison, The UC San Diego Design Lab 2014 to 2016

- Created own role at the newly-formed interdisciplinary research hub led by famed design scientist Don Norman.
- Scouted mutually beneficial partnerships by tapping extensive knowledge of local technologist communities.
- Co-produced community events, including massive civic, industry, and academic summit Design Forward.
- Curated and produced San Diego Startup Week's first-ever Design Track as Lab's entrepreneur liaison.

UX Researcher, Sparks Network 2015 to 2016

- Grew volunteer coordination and event management software startup—now fully funded—as first employee.
- Conducted user research, built interactive prototypes, and contributed to product design and strategy.

Front-End Developer, San Diego County Credit Union 2013 to 2014

- Coded and launched redesigned website as sole front-end developer for San Diego's largest credit union.
- Advocated on behalf of user experience and successfully campaigned to perform website usability testing.

TALKS AND APPEARANCES

InVision DesignTalk: Inclusive UX Copy
powe.rs/designtalk

NoYouGo Podcast
powe.rs/noyougo

Adrift on Purpose Podcast
powe.rs/adrift

COMMUNITY AFFILIATIONS

Startup San Diego
Director of Inclusion, 2018
Design Track Captain, 2016-17

Ethical Content Slack
Founder, Moderator

WeAllJS Slack
Co-Founder, Moderator
Meetup Organizer, 2017

EDUCATION AND LABS

UC San Diego
Cognitive Science + HCI

Embodied Cognition Lab
Distributed Cognition Lab
UC San Diego

Media Computing Group
RWTH Aachen, Germany