

# RICAY HEFLEY

Passionate about solving problems through development and design. Strong experience in quantitative and qualitative research, business analysis, testing and web development. Looking to work on projects that challenge and with people who inspire.

## EXPERIENCE

### **Web Developer | Kiyik, Ltd. | Dec, 2015 – Present**

Plan, create and manage web and mobile solutions for small-business owners | Design and create UI/UX | Provide SEO, training and web analytics

### **Sr. Business Analyst | Great-West Financial Feb, 2015 – July, 2015**

Performed complex analysis of business, system and end-user requirements | Conducted user tests, user interviews for creation of user requirements | Tested new functionality, feature and bug fixes to confirm requirement adherence and overall usability

### **Quality Assurance Analyst | Markit on Demand Mar, 2013 – Feb, 2015**

User-tested financial websites and web apps | Verified quality of financial data, usability and value to investor | Created testing solutions to minimize error on projects | Served as a lead on testing projects

### **Systems Analyst | Envisage Technologies Mar, 2012 – Oct, 2012**

Provided client relationship management | Assisted clients in establishing priorities for new functionality and communicated new feature requests to development team | Tested new stories and feature enhancements

### **Registered Representative | Investment Services, IUCU Aug, 2009 – Mar, 2012**

Evaluated the financial needs of and provided recommendations to a diverse client base | Led initiative to scan all client files for efficiency and functionality | Initiated search for new software that resulted in cost and time savings for office

## EDUCATION

**Micro Master's | May 2017**  
**University of Michigan – EdX**  
User Experience Research & Design

**Master of Arts | 2009**  
**Indiana University Bloomington**  
Public Finance & International Affairs

**Bachelor of Arts | 2003**  
**University of Texas – Arlington**  
Russian Studies & Psychology

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## SKILLS

**User Experience Design | User Experience Research | Quantitative Analysis | Business Analysis | Web Design | Sketch | Unix | HTML5 | CSS3 | jQuery | Bootstrap | JavaScript | Photoshop | Advanced Excel | SQL | MongoDB | Agile | WordPress | Shopify | SEO | Google Analytics & AdWords | Git | SASS | GitHub | APIs**