

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