


# GINA WESTMORELAND

UX Researcher & Designer

## CONTACT

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 Long Beach, CA

 ginawestmoreland.com

## EDUCATION

### University of California, Irvine

2023-2024

Professional Certificate in User Experience/User Interface Design

### Southern New Hampshire University

2017-2019

Master of Science in Psychology

## CERTIFICATIONS

### Board Certified Behavior Analyst (BCBA)

August 2019

BACB# 1-19-37494

## SKILLS

- Team Management
- Quantitative and Qualitative Research Methods
- Data Analysis
- Information Architecture
- Figma (Wireframing, Prototyping)
- Visual/Interaction Design
- Basic Coding (HTML, CSS)

## SUMMARY

As a behavior analyst transitioning into UX, I've committed the last 9 years to improving the lives of individuals with special needs. Leveraging an empathic understanding of user behavior, vast knowledge of research methodology, an empirical approach toward decision-making, and a passion for continuous learning, I now aspire to improve human experiences in the digital realm.

## WORK EXPERIENCE

### CLINICAL DIRECTOR

Kyo Autism Therapy

January 2022 - Present

- In addition to clinical role as a BCBA:
- Provide ongoing mentorship for behavior analysts
- Assist regional leadership with managing client flow, health insurance billing, and operations
- Support regional leadership in improving staff retention, recruitment, disseminating HR policies, and enacting performance management procedures
- Communicate metrics relating to client management, cost control, staff retention, and hiring to CEO & CFO

### BEHAVIOR ANALYST (BCBA)

Kyo Autism Therapy

December 2019 - January 2022

- Used principles of applied behavior analysis (ABA) in a play-based therapeutic setting to help children with developmental delays overcome maladaptive behaviors and learn necessary skills for effective communication, positive social relationships, and independence in daily living
- Completed assessments identifying areas of need and treatment recommendations for new clients
- Wrote individualized treatment goals, teaching protocols, and data collection procedures to monitor treatment success
- Provided training to client's parents and direct therapists, and coordinated care with other service providers