

Binaebi Akah Calkins

Experience Strategy

info@siriomi.com

https://siriomi.com

Curious and creative experience strategist with a passion for understanding motivations; known for leading intuitive solutions via tight collaboration with business and technical partners. I have a trained background in Human Computer Interaction Design, Computer Engineering, English, and the Arts, making me comfortable with multi-disciplinary teams and multiple stakeholders. I am known as a “disruption for good,” advocating for inclusive, user-centered experiences whenever I walk into the room.

Experience

Company / Position

Responsibilities

OCLC, Inc.

Manager, User

Experience Design

Sept 2019 - Present

Lead and inspire senior designers supporting strategic initiatives. Manage the experience design process, identify risks, and evangelize inclusive, accessible, international considerations. Empower innovation and purposeful workflow consistency across products. Advocate for user experience research and data-driven decision-making. Establish design artifact best practices and govern design quality. Support customer accessibility concerns, improve reporting efficiencies and internal subject matter expertise. Prioritize and allocate resources across multiple lines of business. Recruit, coach, and mentor senior design talent.

Lead User

Experience Designer

May 2017 - Aug 2019

Facilitate strategic conversations between product managers, technology leads, user researchers, and visual designers. Determine current and future ideal workflows to address B2B and B2C workflows for cloud-based discovery and fulfillment systems. Lead experience vision for new product offering as a premium service atop an existing experience. Lead experience and design vision for first ever OCLC mobile app for library student workers, supporting and empowering student workers to be more efficient and accurate in the stacks.

Senior User

Experience Designer

May 2013 - April 2017

Integrate with developers, business analysts, visual designers, and product owners to innovate interaction patterns. Lead content-first sessions for new functionality. Maintain consistency across product family suite. Construct design artifacts and prototypes supporting developer teams, customer insight sessions, and user research initiatives.

WD Partners

User Experience

Designer

June 2011 - May 2013

Manage small design teams to meet digital menu board project deadlines under budget. Create sitemaps, user flows, and annotated wireframes to facilitate conversations between client, designer, and developer. Sketch storyboards and digital concepts in retail contexts. Develop a standard experience artifact consolidating annotated sitemap, wireframes, and creative designs for contractor handoff. **Clients:** Office Depot, Peter Piper Pizza, Vail Resorts, X-ACTO, The Home Depot, Chiquita, Nationwide Insurance, Zoe's Kitchen, Pottery Barn.

Nationwide Insurance

Usability Analyst

June 2010 - May 2011

Moderate usability test sessions and translated findings into infographics, reports, and recommendation tables. Create a training infographic documenting user experience research process for new employees and internal clients. Iterate usability templates for an easy-to-use, consistent look and feel for reports and requirements gathering. Create video highlight reels of usability sessions to support key points for steering committees.

Certifications

Interaction Design
Foundation

- **UX Management: Strategy and tactics**
- **Accessibility: How to design for all**

Education

The Ohio State University
Computer Science Engineering
Bachelor of Science, 2008
Minor in English

Indiana University - Bloomington
Human Computer Interaction Design
Master of Science, 2010

Methodology

Strategic Thinking, Systems Thinking, Outward Mindset, Coaching, Contextual Inquiry, Participatory Design, Human-Centered Design

Skills

Storytelling, Team Leadership, Collaborative Design, Group Facilitation, Information Design & Architecture, Prototyping, Sketchnoting

U.S. Citizen