Latisha Grady

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Versatile and collaborative professional seeking to leverage and transition my business and project support experiences serving UX research, product design, accounting, and human resource teams into a business analyst or adjacent role. Experience includes project workflow improvement, data, team, and vendor management, user and market research, creating user stories, user journey maps, business model canvases, website building, and delivering actionable insights to decision makers.

RELEVANT SKILLS & TOOLS

Data Governance & Management	Jira/Asana/Excel
Process Improvement	Cross-functional Teamwork
WordPress Website Builder	Vendor/Team Management

RELEVANT PROJECTS

Business Analyst - *GoGiverrz, Self-Initiated Practice Project*   May 2024 to Present

Industry: Church Management Software Solutions

In an effort to cultivate and showcase industry-relevant analytical, problem solving, and strategic thinking skills, I took action on a gap I noticed in Church management software tools by initiating and executing on a potential solution using the following business analysis process:

- Initiated and led collaborative brainstorm meetings with a UX designer and software engineer to inform my thinking. This task is, also, consistent with the product owner role.
- Used SCRUM agile thinking to conduct and guide preliminary user and market research to gather requirements to design the first iteration of a peer-to-peer giving app feature inspired by Acts 2:45 Bible verse.
- Created and delivered user stories and customer journey maps to UX designer for the production of Figma flow sketches for visual storytelling of this feature proposal.
- Created a comprehensive business model canvas to serve as a working document to help stakeholders quickly assess the opportunity, guide feedback for the solicitation of data-driven insights, and refine product strategy.

UX Researcher - *East Carolina University, Sr. Capstone Project*   Jan 2022 to May 2022

- Conducted user interviews to gather insights for data analysis and the design of an interactive online coffee shop experience.
- Analyzed user behavior and feedback, identifying key pain points and opportunities for improving the user journey.
- Delivered a detailed research report, summarizing key actionable insights and recommendations based on user feedback.

PROFESSIONAL EXPERIENCE

UX Research/Design Operations *-Ripple Labs, CA · Remote*   Jan 2023 to Feb 2024

Industry: Fintech-Blockchain Payment Solutions

- Designed workflows to organize, manage, and improve project timelines to enhance transparency and collaboration among cross-functional teams—using JIRA, Asana, and Confluence project management tools.
- Configured a Confluence tool to create an internal wiki to document UX research process, archive research reports and artifacts, and serve as a portal to request UX research.
- Initiated and facilitated cross-functional meetings, captured meeting notes, and tracked action items to completion.
- Owned and managed vendor on-boarding—overseeing 7-10 vendor relationships.
- Administrative support to UX research & product design managers.

Senior HR Coordinator *-Moen Global Plumbing, New Bern, NC*   Jun 2019 to Dec 2021

Industry: Manufacturing

- Led HR data governance initiatives by managing data integrity within HRIS, ensuring compliance with company policies and regulations. Spearheaded process improvements that streamlined manual and electronic filing systems, enhancing operational efficiency.
- Collaborated with cross-functional teams to support benefit enrollment and led weekly new hire orientations and compliance training sessions, ensuring timely on-boarding and adherence to company policies.
- Partnered with payroll and HR teams to generate reports by merging and analyzing data from multiple systems (Kronos, Workday, MS Access, and Excel), providing actionable insights for decision-making.
- Triaged and resolved employee issues with enterprise applications and other questions.

Website Builder/ Virtual Assistant *-Freelance, New Bern, NC*   Jun 2016 to Jun 2019

- Gathered and analyzed client requirements to design and implement customized websites using Wordpress Divi themes and other website builders that aligned with client goals and user needs.
- Collaborated with clients to assess user feedback and usage data, identifying opportunities to optimize website functionality and user experience.
- Developed digital marketing assets like landing pages that aligned with client's business goals. Plus provided virtual administrative and marketing support for small businesses, in the blockchain, real estate, and wellness industries.

Lead Accounts Payable Specialist *-King Industrial Realty, Atlanta, GA*   *Apr* 2014 to Jan 2016

Industry: Commercial Real Estate

- Managed vendor relationships, processed over 100 invoices weekly, and generated vendor and broker check runs weekly to bi-weekly.
- Updated G/L—reconciling accounts and posting receivables

- Supported financial operations using GAAP and corporate finance knowledge.

EDUCATION

BS, University Studies, East Carolina University (May 2022)
Concentration: Business Systems 3.9 GPA
Minor: Business Administration | **Certificate:** Entrepreneurship

CERTIFICATIONS
- Certified Product Owner by Scrum Alliance 2022-2026

ACHIEVEMENTS & OTHER EXPERIENCE

- Enhanced team operational efficiency at Ripple Labs, achieving improved team workflows and project status transparency.
- Recognized for exceptional communication and problem-solving skills in role as Senior HR Coordinator.
- Recognized as Social Responsibility Ambassador for initiating a corporate fundraiser for people experiencing homelessness in Atlanta.
- Delivered commencement speech to my Alma Mater's University Studies Program 2024 graduating class.
- Co-Founder, The Textured Hair Institute, Soft Launch (2012-2013).
- Sales: Initiated, negotiated, managed, and closed multi-family transactions valued at $6M.