# Latisha Grady, Business Generalist

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Versatile and resourceful professional with a strong foundation in business and project support across UX research, product design, accounting, HR, and marketing domains. Proven ability to streamline workflows, manage cross-functional teams and vendors, while enhancing organizational efficiency. Adept at managing diverse responsibilities—from administrative coordination and data management to software and website support—making me a valuable asset for dynamic office environments.

## PROFESSIONAL EXPERIENCE

### UX Research/Design Operations - Ripple Labs
*Jan 2023 – Feb 2024 | Industry: Fintech - Blockchain Payment Solutions*

- Created and optimized workflows using Jira and Asana to support more predictable timelines and cross-functional transparency.
- Developed a Confluence-based UX research repository to centralize insights and reduced redundant efforts across product teams.
- Managed vendor relations, coordinated weekly team meetings, tracked follow-ups, and helped drive forward momentum on action items and key deliverables.

### Senior HR Coordinator - Moen Global Plumbing
*Jun 2019 – Dec 2021 | Industry: Manufacturing*

- Streamlined HRIS data management practices in collaboration with payroll enhancing data accuracy and reporting reliability.
- Generated reports, merging HRIS and payroll data from multiple systems *(i.e., Kronos, MS Access, & Excel)* for stakeholder analysis.
- Led new hire onboarding and training improving knowledge transfer and team alignment during ramp-up.

### Freelance Website Builder/Virtual Assistant
*Jun 2016 – Jun 2019 | Industry: Small Business in Real Estate, Blockchain, Wellness*

- Gathered client requirements to design and build WordPress websites aligned with brand and usability goals. Monitored site performance and user feedback to guide UX and functionality enhancements. Provided administrative and digital support to clients.

**Lead Accounts Payables Specialist**

*Apr 2014 – Jan 2016 | Industry: Small Business in Real Estate, Blockchain, Wellness*

- 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 Universit**y (May 2022)
**Concentration**: Business Systems 3.9 GPA
**Minor:** Business Administration | **Certificate:** Entrepreneurship

## ACHIEVEMENTS & OTHER EXPERIENCE

- Recognized by Ripple management (via LinkedIn Recommendations) for improving operational efficiency and team collaboration.
- Praised by Moen management for improving the HR filing system problem.
- Successfully listed, negotiated, and [closed $6M in multi-family real estate transactions.](closed $6M in multi-family real estate transactions.)
- Certified Scrum Product Owner - Scrum Alliance (2022-2026)

## PORTFOLIO PROJECTS

*[GoGiverrz (Self-Initiated Project)](GoGiverrz (Self-Initiated Project))*  **Role: Creator & Business Analyst**
*May 2024 – March 2025  Industry: Church Management Software Solutions*

- Defined requirements for a peer-to-peer giving app inspired by Acts 2:45, targeting Churches with at least 1000 attendees per week.
- Conducted foundational user and market research using Scrum methodologies to inform feature prioritization.
- Created user stories, journey maps, and a business model canvas to guide development and UX strategy.

*[East Carolina University (Senior Capstone Project)](East Carolina University (Senior Capstone Project))* **Role: UX Researcher**
*Jan 2022 – May 2022*

- Led user interviews and behavioral research to support the design of an interactive online coffee shop experience.
- Identified key usability pain points and presented actionable recommendations to improve user flow and engagement.