



Devin Crutcher

UX Strategist & Usability Researcher / Quality Consultant

contact

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📍 Plano, Texas (DFW Metro)

🌐 [linkedin.com/in/devincrutcher](https://www.linkedin.com/in/devincrutcher)

certs

AWS Certified Cloud Practitioner

Amazon | 2021

Google IT Professional

Google | 2020 & 2021

Final Cut 10.3 Professional

Apple | 2015

More certs @ LinkedIn.com

writing

Devin writes about technology:

@ [TheAmericanGenius.com](https://www.theamericangenius.com)

- **Where is Clippy when we need her?**
- **MidJourney AI: The artist's new best friend or enemy?**
- **Video games on both flat and silver screens?**

More writing @ DallasComputer.io

Bivalent vaccinated for COVID-19

profile

Devin's career spans companies including: Apple, Bottle Rocket, Citibank, and Michaels. He focuses on testing and observation to align stakeholders. Recent projects: microcopy strategy for new eCommerce ventures at Michaels, UI logic for vaccine locator, microcopy for accessible ATM, and hardware/software integrations. His research involves user interviews, eye tracking, feasibility, legal / regulatory / security requirements, and competitive research.

experience

"UX Editor" / Information Architect

Michaels | Irving, Texas | November 2022 - February 2023 (laid off)

The ultimate brand for crafters transforms to tech and SaaS to connect makers to each other and those looking to buy and sell hand-crafted goods or teach crafting classes.

- Performed penetration testing to prepare the platform for increased functionality
- Tested performance, WCAG & function for **Michaels.com** and **Marketplace** (Jira)
- Advised on UI readability enhancements for Classes and How-To flow & search
- Tested MakerPlace (beta) image uploaders, UI accessibility, and verification flows

"UX Architect - Supervisory" / Design & Content Strategist

Citibank | Irving, Texas | November 2021 - June 2022 (research defunded)

Led designers and content strategists to transform day-to-day design and collaboration processes within agile SDLC for more modern design deliverables.

- Tested layouts for various account types to ensure greater consistency for users
- Consulted on the design of accessible ATM UI & edited 20k word screen reader script
- Facilitated migration of design deliverables from Sketch / InVision to Figma

"Senior QA Analyst" / New Product Researcher

Bottle Rocket Studios / Ogilvy / WPP | Addison, Texas | May 2021 - November 2021

An acquired startup with roots in origin of the iPhone. Left following departure of CEO.

- Consulted on Frontier Communications' brand transformation with McKinsey & Co
- Tested web and native mobile apps using iPad, iPhone, Android, and Chrome OS
- Projects: Caesars Rewards, Taco Cabana, MyCookChildren's, and vaccine locator
- Wrote test plans to validate approximate location feature in Android 12 beta

Devin Crutcher

past lives

- User Researcher @ Apple (2015)
- Exhibited photographer in 2010
- WordPress creator since 2008
- Adobe creator since 2006
- macOS user since 2001
- First PC build in 1999

education

**BA - Mass Communication with
Electronic Media - English Minor**

Texas State University
San Marcos, Texas

language

English | fluent

French | intermediate

industries

Finance / Banking, Consumer
Electronics, Telecom, SaaS, IoT
eCommerce, Training, Broadcast,
Home / Corporate Theater &
Automation

more experience

“Founder” / Consultant / Hardware & Software Tester

DallasComputer.io | Dallas, Texas | September 2018 - present

Consulting and news site about new technologies for home, office, pocket and more.

We only consult when conditions and time allow: **DallasComputer.io/news**

- Vendors send us new products for our special testing skills and insights
- We test VR, displays, laptops, tablets, Wi-Fi, IoT, and networking equipment
- Research and consult with companies who request our expert insights

IT Systems & Training Consultant

Peck Training Group | Austin & Dallas, Texas | May 2012 - Nov 2019

Supported world-traveled corporate trainer and philanthropist, Holly Peck, who now explores kitesurfing instruction, interior design and lives a mobile life from her RV.

- Early adopters of cloud-based collaboration and data management strategy
- Selected hardware and software for office, home, and mobile environments
- Configured home theater setup and optimized networking and Wi-Fi settings
- Selected and configured NAS for central data storage and backup of office machines

“Professional Applications Advisor” / Trainer / Beta Tester

Apple, Inc | Austin, Texas & Cupertino, California | June 2014 - November 2017

Researched customer needs and documented bugs using Apple’s reporting tools.

- Spoke to thousands of VoiceOver users to become trainer / SME for accessibility
- Reported functional bugs affecting Logic Pro when VoiceOver was enabled
- Tested beta versions of Apple Music, Apple Cash, iOS, iPadOS, tvOS, watchOS,...
- Studied use of JAWS in the Windows version of iTunes for training research
- Trained AppleCare advisors to support macOS, iOS, and Final Cut Pro

For more detailed employment history, visit: **[LinkedIn.com/in/devincrutcher](https://www.linkedin.com/in/devincrutcher)**

Consumer OS • macOS, Windows 10, Chrome OS, iOS, iPadOS

Server • LAMP, Windows Server 2016 & 2019, Ubuntu, Red Hat

Web Development • WordPress, HTML, WCAG, CSS, HTML, XML

Project • Confluence, Jira, Trello, Monday, Adobe Acrobat

Office • Outlook, Teams, Excel, Word, PowerPoint, Office 365, G Suite