

EDIE HUBERTY

www.ediehuberty.com

edierterrell@gmail.com

(214) 289 - 7954

EDUCATION

Texas A&M University

College Station, TX

B.S. Visualization

Magna Cum Laude, May 2021

RECOGNITION

Patent Pending: Volumetric
Presentation of High Cardinality
Context Data & Transparent
Storage into a Graph Backend

Patent Pending: Display Screen or
Portion Thereof with Graphical User
Interface (UEBA)

VOLUNTEERING

Pedal the Pacific (2021): 1,700-
mile, 51-day cycling tour w/ team
of 12 women, raising \$172,906 for
anti-trafficking efforts.

HCDE University of WA ('22-'24):
Portfolio reviews, resume reviews,
mock interviews for students.

DESIGN TOOLS

Figma • Sketch • Miro • Mural •
Gemini • Adobe Creative Suite •
Google Workspace

SKILLS

Large Scale UX • Design System
Governance • Design Tokens
Architecture • Written
Communication • Gemini
Automation • Handoff Optimization •
Executive Alignment • Cross-
functional Leadership • Visualization
for Scale • Advanced Data
Visualization • AI-Augmented
Critique • Prototyping & High Fidelity
Mockups • Service Design & Journey
Mapping • Design Thinking • Usability
Testing • Prompt Engineering •
Storytelling • Iterative Design

RELEVANT EXPERIENCE

Google — *Senior UX Designer, Google SecOps*

November 2021 – Present / Seattle, WA & Dallas, TX

For this flagship security product in Google Cloud, I served as the primary UX partner to multiple cross-functional teams, owning the design and arbitration of all core detection experiences over a two-year period. Covered the full product lifecycle, from conception through launch and successive iterations after General Availability. Pioneered design system fundamentals that boosted platform velocity and consistency, while working across five core feature areas.

- Influenced 80% MoM adoption of critical journeys by defining clear experience direction, simplifying usability of the Data Tables feature and improving accessibility of the MITRE ATT&CK heat map, and garnering thousands of customers in public preview. Reduced customer support cases 47% by designing a new auto-extraction journey based on research insights gathered in codesign workshops I led with PM & Eng. Contributed to the closure of major deals by designing the Data RBAC feature, abstracting data complexity for enterprise customers. My product-critical UX work across the detection pillar, such as custom exclusion handling drove triple-digit YoY growth of curated-rules adoption, a major bet and key to SecOps' growth strategy.
- Spearheaded the northstar redesign of the Rules & Detections pillar, securing VP-level buy-in and multi-year investment, funding 30 engineering FTEs through Q1 '26. I drove the strategic vision by leveraging key user research and co-design engagements to solve critical workflow friction points, building in global Fortune 500 customer insights. This directly led to enhanced detection engineer workflows, enabling critical cross-product user journeys and acted as a cornerstone in driving sustained business expansion.
- Orchestrated the implementation strategy and framework of UI design tokens, securing directory buy-in to implement and resource, subsequently leveraging a novel Gemini capability to create a custom AI agent that automated token generation at-scale; this advancement reduced development time, inconsistencies, communication overhead, and established a shared language between UX and Eng.

Nokia — *Interaction Design Co-op, Cloud & Network Services*

January 2020 – August 2021 / Austin, TX

Drove UX for the B2B/B2C Digital Intelligence portfolio solutions, I spearheaded the design strategy for complex, future-focused solutions across four core platforms, translating large-scale technical data into human-centered automation workflows.

- Significantly accelerated client adoption and reduced operational latency across new digital infrastructures for major clients, including Vodafone, AT&T, and Daimler, by leading the end-to-end vision and design execution for the Digital Service Provider of Tomorrow and Velocity Solutions, utilizing human-centric prototypes and securing buy-in via executive-level presentations and foundational deliverables (personas, business interaction models) developed through extensive cross-functional collaboration.
- Translated complex, large-scale technical data into intuitive, human-centered UX for multi-platform products (e.g., Anomaly Detection, IoT Digital Twin), focusing on actionable visualization and automation workflows to accelerate user analysis and response.
- Drove early user-centered design maturity across the organization by establishing design thinking frameworks, leading complex design sprints, and mentoring junior interns.

ADDITIONAL EXPERIENCE

• **(2019-2021) Creative Assistant, Aggieland Outfitters**

Delivered over 200 commercial and physical media designs with a 94% approval rate, concurrently expanding the style guide to enhance brand consistency.

• **(2019-2020) Graphic Designer, Breakaway Ministries**

Produced high-quality digital media graphics and advertisements with a 96% approval rate in direct collaboration with the Creative Director, ensuring content reached 1,500–7,000 weekly attendees.