

UI/UX PROFESSIONAL PROFILE

I'm a Lead UX Designer with over 10 years of design experience. My expertise lies in:

- Leading an UX and development team through task flows, whiteboarding, user personas, journey mapping, wireframes, pixel-perfect comps and interactive prototypes
- Mobile-first thought processes for data driven native iOS and Android applications
- Product design, strategy and communication for cross-functional and creative teams via Agile methodologies
- Utilizing end-to-end UX core competencies: Information Architecture, Interaction Design, Usability Engineering, Visual Design and Prototype Engineering

UX

Agile UX
User-centric Design
Prototyping
Usability Testing
User Research

Content Strategy
Information Architecture
iOS and Android Design
Responsive Web Design

SOFTWARE

Sketch
Principle
InVision App

UXPin
Axure
Adobe Creative Cloud

CSS3
HTML5
Sublime Text

EXPERIENCE

Lead Mobile UX Architect - Cox Automotive, Atlanta, GA

October 2016 - October 2017

Senior Mobile UX Designer - Cox Automotive, Atlanta, GA

December 2015 - May 2016

- Coach team of new and veteran UX designers across multiple projects to develop scenarios, use cases, user profiles, workflows, and mental models based on business requirements and market research
- Establish guidelines and design core elements for Cox Automotive design system for Android, iOS and responsive web
- Estimate and prioritize design tasks based on business and user needs and align to development cycles
- Collaborate with UX Research Team to conduct surveys and interviews to inform product design and persona development and persona development
- Conduct user research, perform competitive audits, and analyze findings to understand and validate product ideas
- Design and evaluate visual human interfaces using the most current of Apple's Human Interface Guidelines and Google Material's Design Guidelines
- Deliver presentations to key stakeholders on conceptual diagrams, wireframes, and prototypes
- Educate product and engineering teams on UX best practices, processes and techniques

Lead iOS UX Designer - IBM + Apple, Atlanta, GA

May 2016 - October 2016

- Work in partnership with Apple as part of IBM's MobileFirst team to build iOS enterprise applications
- Exercise a deep understanding of Apple's HIG, and UX best practices such as color contrast testing, dynamic type optimization, iOS appkit framework standardization, and abiding by accessibility guidelines
- Conduct in-person user workshops to craft the golden thread and extract pain points to better understand what the minimum viable product looks like
- Define the information architecture and interaction flow of applications

Lead UX Designer - Hewlett-Packard, Alpharetta, GA

July 2015 - December 2015

- Oversee UX design efforts for features and products from concept through development as team lead and Scrum Master for HP's Emerging Technology Group
- Build relationship with key stakeholders and product software groups to identify and resolve business issues
- Effectively communicate design ideas, develop interaction models, create wireframes, and build mockups and prototypes

UX Consultant - Slalom Consulting, Atlanta, GA

August 2014 – July 2015

- Create high fidelity wireframes and convert to working prototypes for mobile and desktop applications
- Identify design trade-offs and alternatives; present findings, design concepts, and rationale to stakeholders and clients
- Create annotated wireframes and functional/interaction specifications
- Produce user-centered design solutions through collaboration with product owners, technical architects, business analysts and developers throughout the software development life cycle

UI/UX Designer - LocumTenens, Alpharetta, GA

February 2014 – August 2014

- Conceptualize and design wireframes and code framework for CRM (Customer Relationship Management) application built within a WPF framework utilizing XAML-based interfaces
- Participate in software development planning utilizing SCRUM/Agile methodologies
- Apply expertise throughout the development life cycle, including storyboards, wireframes, mockups and prototypes
- Develop rich user experiences for desktop and native mobile applications for iOS and Android using Xamarin and Xcode

UI/UX Designer - State of GA | Office of Planning & Budget, Atlanta, GA

May 2013 – February 2014

- Develop intuitive designs for ASP.NET-based mobile and desktop applications across various platforms
- Create storyboards, build prototypes, write specifications for developers to implement the UI design
- Participate in projects from the inception phase through final testing for programming errors and enhancements
- Build a comprehensive Brand Identity Guide of company's design standards for print and online mediums

Director of Creative Development - Ruth's Chris Steak House, Atlanta, GA

April 2009 - April 2013

- Develop and manage franchise website for desktop and mobile
- Design, execute and assess email marketing campaigns for 10 restaurants, continuously resulting in open rate and reservation growth for a database of 62,000+
- Produce advertising creative in response to art requests and ongoing promotions
- Analyze effectiveness of monthly promotions and generate ROI spreadsheets
- Build and manage online presence via SEO marketing, social networking sites and on dining review sites

AWARDS

2017 Annual Cox Hackathon

1st Place: Inspector Gadget

January 2017

AT&T Developer Summit Hackathon

1st Place: Cisco Home Automation Challenge

2nd Place: Best Overall App

January 2015 - Las Vegas, NV

Mobility Live Hack-Back

3rd Place

September 2014 - Atlanta, GA

EDUCATION

Associate of Arts, Graphic Design - Art Institute of Atlanta

Atlanta, GA - June 2006