

## PURVEYOR OF DELIGHTFUL USER EXPERIENCES

I'm a Director of User Experience 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: Research & Discovery, Information Architecture, Interaction Design, Usability Engineering, Visual Design and Prototype Engineering

### UX

Agile UX                      Usability Testing                      Information Architecture  
 User-centric Design                      User Research                      iOS and Android Design  
 Prototyping                      Content Strategy                      Responsive Web Design

### SOFTWARE

Sketch                      Adobe Creative Cloud  
 Principle                      CSS3  
 InVision App                      HTML5  
 Axure                      Sublime Text

## EXPERIENCE

### Director of User Experience - OnSolve, Atlanta, GA

October 2017 - Present

- Design Leadership: Hire and manage a team of 7 full-time and contracted UX designers, both locally and remotely, maintain vendor relationships and negotiated vendor contracts
- UX Research: Lead projects resulting in the output of user personas, customer journey maps, pain point identification, UI/ userflow audits, customer interviews and key finding summaries
- Process Improvement: Align and outline product development methods across multiple teams and introduce user centric, lean and collaborative methods including prototypes, concept design and usability testing
- Design System: Deliver a scalable company design system that promotes cohesion in brand and aesthetic with the company's suite of products

### 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's Design System for Android, iOS and responsive web
- Estimate and prioritize design tasks based on business and user needs and align to development cycles
- Design and evaluate visual human interfaces using the most current of Apple's Human Interface Guidelines and Google Material's Design Guidelines

### 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
- Manage and mentor a team of 5 UX designers and provide overall design direction
- 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

## **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