

# Product UX Designer

**MA Digital Media** Memphis College of Art

**BA Visual Arts** University of Arkansas at Pine Bluff

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## Overview

I've designed with some amazing teams and clients. Projects include full branding, desktop/mobile app design and wireframes inclusive of research while using various design systems. I've also defined, coordinated and managed the ux process for on and off-shore development teams.

## Methodology & Tools

Agile and Waterfall. Sketch, Photoshop, Illustrator, UXD, Invision, Abstract, Visual Studio Teams Services, Microsoft Word, Powerpoint, Excel.

## UX Process

**Think.** Analyze requirements. Audit content to understand problems. Gather insights from stakeholders, users and competitors. Define objectives and key results.

**Build.** Brainstorm a content strategy. Sketch, wireframe and prototype validated UI/UX patterns for user testing. Develop and launch beta or publicly.

**Test.** Review analytics for KPI performance. Collect qualitative and quantitative user feedback to fix bugs and enhance features.

## 2019 - Present Principle UX Product Designer, TaxAct

TaxAct is a online tax preparation software company where my role extends beyond design and into governance of a design system as well as third party UX teams on/off shore. Since joining I've spearheaded creating and documenting a mobile first process for a responsive website and grid system. Within 8 months we were able to launch a fully functioning responsive website with a new look and feel.

## 2014 - 2019 UX Design Lead, Thomson Reuters Westlaw iOS

Westlaw is the legal flagship product of TR. I managed the ux process for the on and off-shore dev and product teams. Using business requirements and research to inform UX, I created wireframes/workflows, iconography and high fidelity mockups for the mobile and desktop apps. I also worked within a design system and made recommendations to improve the teams efficiency. Since the launch of the Westaw iOS app, its won over 13 awards and gained recognition as the best legal research mobile app.

## 2010 - 2014 Web Designer, Match.com

Design for Match.com's mobile web, native app, desktop website, and its sister site, chemistry.com's mobile and desktop website to be responsive. Process included problem solving through wire-frames and designing layouts to be developed. Projects also consist of partnership sites for Yahoo, AT&T, MSN, and Men & Women's Health.

## 2009 - 2010 Lead Web Designer, DecalGirl

Design and UX for the website along with, a do it yourself app for placing skins on mobile devices, for which I oversaw development. Worked with LG and Marvel Comics to design a redemption website for the movie, Iron Man 2.

## 2008 - 2009 Web Designer, Hilton Hotels

Contract and freelanced work. Designed & developed for the Hilton family of brands websites. Consisted of understanding branding guidelines and the limitations of web development within the Hilton framework.

## 2007 - 2008 Interactive Designer, Internship: Signature Advertising

FedEx account. Created flash animations "Print From Your Office To Our Office"

## 2005 - Present Principle, Curb LLC.

Contract and freelanced work. Designed & developed for the Hilton family of brands websites. Consisted of understanding branding guidelines and the limitations of web development within the Hilton framework.

## 2000 - 2003 Graphic Designer - University of Arkansas at Pine Bluff

Designed brochures, pamphlets and regional publications for Southeast Arkansas.