

Product UX Designer

MA Digital Media Memphis College of Art

BA Visual Arts University of Arkansas at Pine Bluff

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Overview

A seasoned UX Designer with a proven track record in designing and implementing SaaS digital products. I bring a wealth of experience in creating design systems and designing desktop and mobile applications, driven by data insights. I have successfully managed UX processes for both onshore and offshore design and development teams.

Methodology & Tools

Proficient in Agile, Waterfall, and Design Thinking methodologies. Skilled in using Figma, Sketch, Photoshop, Illustrator, UXD, Invision, Abstract, Visual Studio Teams Services, Microsoft Word, PowerPoint, and Excel.

UX Process

Analysis: Scrutinize requirements, audit content to understand problems, gather insight from stakeholders, users, and competitors, and define objectives and key results.

Design: Brainstorm content strategy, sketch, wireframe, and prototype validated UI/UX patterns for user testing, and develop and launch beta or public versions.

Evaluation: Review analytics for KPI performance, collect qualitative and quantitative user feedback to fix bugs and enhance features.

2022- Present Product Designer, RentSpree

Currently serving as an Individual Contributor, designing and managing the design system with an offshore team. Collaborating with research partners and product teams onshore to design and test new features within an agile process, ensuring consistent brand language and value for the end user.

2019 -2022 Principal UX Product Designer, TaxAct

Extended role beyond design to govern a design system and manage third-party UX teams on/offshore. Spearheaded the creation and documentation of a mobile-first process for a responsive website and grid system. Successfully implemented a responsive website with a new look and feel attached to a CMS within 8 months.

2014 - 2019 UX Design Lead, Thomson Reuters Westlaw iOS

Managed the UX process for on and off-shore development and product teams. Tasks included wireframing/workflows, iconography, and high fidelity mockups for mobile and desktop apps. Worked within a design system and made recommendations to improve team efficiency. The Westlaw iOS app won over 13 awards and gained recognition as the best legal research mobile app under my leadership.

2010 - 2014 Web Designer, Match.com

Designed for Match.com's mobile web, native app, desktop website, and its sister site, chemistry.com's mobile and desktop website to be responsive. Projects also included partnership sites for Yahoo, AT&T, MSN, and Men & Women's Health.

2009 - 2010 Lead Web Designer, DecalGirl

Designed the workflow of their do-it-yourself app to place digital skins on mobile devices. This led to partnerships with LG and Marvel Comics for new product launches and redemption websites.

2008 - 2009 Web Designer, Hilton Hotels

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

2007 - 2008 Interactive Designer, Internship: Signature Advertising

Created animations and ads for "Print From Your Office To Our Office" FedEx account.