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 have had the opportunity to collaborate with exceptional teams and clients to create SaaS digital products. My experience includes implementing design systems, and designing desktop and mobile applications based on data-driven insights. Additionally, I have successfully overseen UX processes for both onshore and offshore design and dev teams.

Methodology & Tools

Agile and Waterfall. Figma, 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 validiated UI/UX patterns for user testing. Develop and launch beta or publicly.
Test. Review analytics for KPI performance. Collect qual & quant user feedback to fix bugs and enhance features.

2022- Present   Product Designer, RenSpree

RentSpree is SaaS product that connect renters to real estate agents and landlords. Currently I serve as a IC tasked with designing and managing the design system with an off-shore team. On-shore I work with my research partners and product to design and test new features within an agile process ensuring that the products brand language is consistent and brings value to the end user.

2019 –2022   Principal 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 I was able to create a design language and help implement a responsive website with a new look and feel attached to a CMS.

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, my tasks consist of wireframing/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

I've 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. 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

Decalgirl is an inhouse design & production studio. My task was designing the workflow of their do-it-yourself app to place digital skins on mobile devices. This lead to partnerships with LG and Marvel Comics of new product launches and redemption websites.

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

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