

Senior UX Strategic Designer and Insights Lead Senior UX Strategic Designer and Insights Lead  
Senior UX Strategic Designer and Insights Lead - Lenovo Rolesville, NC Work Experience Senior  
UX Strategic Designer and Insights Lead Lenovo - Morrisville, NC September 2018 to Present  
Workflow/Delivery As a lead of the Insights team, we work cross-functionally with other User  
Experience Design teams and focus on market research. Bootstrap Establishes and maintains  
relationships with internal and external customers (Microsoft, Intel). Content Management Plan,  
budget, oversees and documents all aspects of monthly and bi-annual data-driven deliverable for a  
System (WordPress and flawless executions every time. Moodle) Use my creative talents to  
create visually pleasing and intuitive info-graphics, animations, eNewsletters, QlikSense  
PowerPoints and large online/offline reports. Qualtrics Create and utilize journey mapping or  
other critical thinking to show the customer's journey while using Microsoft Client Portal Lenovo  
products (software or hardware), along with the competitors. Using customer sentiment, goals, and  
Google Universal/ touch points to understand the clear path and channels the customers are taking.  
Analytics Actively presents to key stakeholders of the insights found and as a thought leader to  
recommend the best Google Tag Manager course of action. Understanding of Plan and host  
brainstorming creative sessions to gather a list of ideas to later evaluate the results for the bi-  
Cross-Site Scripting annual report for future business ideas backed by data. Usability Research  
and Host educational sessions either put on by myself or by third party vendors like InVision.  
Testing Participate in design reviews as seen as a Senior UX Designer and host design reviews  
as well. Strong, consistent, and compelling storyteller. Journey Mapping Created and  
established the UXD's branding based off of the Lenovo Branding. Interface Design specification  
documents UI Designer and Technical Lead Lenovo - Morrisville, NC June 2016 to September 2018  
lifecycle Lead technician on process improvements initiatives including SVN set up and other  
utilities aimed to Understanding of user- improve performance and productivity. Always looking for  
innovative and technical ways to improve the centered design team performance. Also, mentors  
other junior engineers on the team. principles Identifies risks and page performance issues to  
minimize an undesirable user experience. Version Control Systems Translate metrics, research

findings, user feedback, and user testing to define interaction models, user task subversion flows, and UI specifications. (TortoiseSVN, Team Communicate and present scenarios, end-to-end experiences and interaction models to stakeholders. Designed, developed and support several team websites within Lenovo. Foundation Server, Git) Collaborate with user and business stakeholders to envision ways aimed to provide remarkable and JIRA/Confluence memorable user experiences. Ability to low or high Translate design and development process between business and development teams, creating pixel fidelity prototype ideas perfect high-fidelity prototypes with html, css and JavaScript. into reality Produce design concepts that transition easily to different teams, including design assets, working Cross-browser prototypes and comps for Lenovo preload software applications. Compatible Senior designer, highly collaborative global team atmosphere with Agile development experience. Supports pre-loaded software apps for all of Lenovo Consumer, Commercial and Gaming Devices. Constant Contact Presentation Skills Web Developer and Designer / CTG Lenovo - Morrisville, NC November 2014 to May 2016 As a part of the Global Web Development part of day to day responsibilities would consist of debugging, creating and/or updating templates in TeamSite and creating prototypes. TeamSite would enable web content writers to create pages without needing to know code. Maintaining and troubleshooting Lenovo's intranet and internet. Utilizing a variety of languages and technologies such as CSS, HTML, JavaScript, Handlebars, AngularJS, SASS, XSL, JSON, DCT and XML. Able to produce detailed wireframes and sitemaps within Visio using the JJ Garrett principles. Worked in an Agile environment that consisted of daily Scrum meetings, ability to write stories and score stories effectively. Documentation, enhancements and maintainability of the code and documentation is a must. Applications and Tools Ability to work within a team environment inclusive of designers, peer developers and business/requirements team that's a large global team. Adobe Creative Suite Strong understanding of production, different environments and to examine changes to see if there are any (Dreamweaver, Flash, risks involved. Illustrator, XD, Able to be flexible to maintain several projects and to switch priorities quickly. Premiere, InDesign, Trained business users on new templates in TeamSite and also ongoing support. Also hosted show and tells Photoshop, and on

prototypes that have been developed. Acrobat) Rapid Prototyping Senior Programmer Analyst  
First Citizens Bank - Raleigh, NC October 2013 to November 2014 Microsoft Office Sole  
developer to maintain and developed for www.firstcitizens.com, firstcitizens.mobi and to support the  
(Excel, PowerPoint and web applications 24/7. Word, Lync, Visio) Refine and iterate user  
experience by designing and implementing new modules and pages into firstcitizens.com. Utilizing  
CSS, PHP, JSON, HTML, MySQL and JavaScript. Camtasia Capable of receiving direction as to  
the scope or specifications document, and accurately design and develop Articulate to meet those  
specifications. Git Administered and maintained Google Tag Manager and Google Analytics.  
Monitored results and troubleshoot Notepad++ when needed to get optimum results. Online Ad  
Serving Worked closely with the Business users to ensure Google Analytics/Universal is tracking  
correctly and able to (24/7 and OpenX) measure goals effectively and technically. Developer  
Chrome - Tampa, FL November 2011 to May 2013 Oxygen XML Editor Wordpress / Drupal  
Worked with different departments in a highly-creative, collaborative and fast-paced custom  
e-learning provider agency. Demonstrated the ability to take ideas from concept thru all phases to  
deliver the final product. Languages Implemented creative instructional design, from prototype to  
delivering the final e-learning course using Flash, ActionScript, XML and Flash Builder. HTML 5  
and below Created meaningful, memorable, and motivational e-learning experiences thru an Agile  
Development CSS Process. Created custom WordPress themes for B2B clients that ranged  
from membership sites, branded login XML screens, document depositories and employee portals.  
JSON Performed a variety of e-learning production tasks other than programming when called  
upon. Designing PHP UI/UX visuals and conducting quality assurance for other developers.  
SASS MySQL Web Designer and Developer / Independent Consultant Bootstrap - Tampa, FL  
April 2007 to November 2011 ActionScript 3 and Designed and developed custom WordPress  
themes for websites. Often converting .psd formats into below WordPress themes utilizing custom  
widgets, blog pages, and integration of social media or constant contact Familiar with AngularJS,  
and database management. XSL, JQUERY, JavaScript, Prototypes and UI deliverables; including  
wireframes, flowcharts, and screen mock-ups. and Handlebars Technologies utilized: PHP, HTML

4/5, JavaScript and CSS 2/3. Ensuring cross-browser coding was properly coded and tested.

Actively reviewed and researched web analytics to ensure client's message was propagated over different channels. Created online and offline corporate identities for small and medium sized

companies. Education Bachelor Degree in Business and Marketing in Business and Marketing

University of Phoenix - Tampa, FL September 2005 associates in design and videography Tampa

Technical College in Visual Links <http://www.claudia-cokis.com> <http://@claudiacokis>

Certifications/Licenses Driver's License

Name: Jessica Davidson

Email: [barkersarah@example.net](mailto:barkersarah@example.net)

Phone: (731)558-6588x4976