Austin Norris
Principal UX/UI Designer

aus.tn@icloud.com
https://www.linkedin.com/in/austinnorris/
https://aus-tn.github.io
561-676-8810
Saint Augustine, Florida, 32095, USA

18 years of experience delivering tailored, data-driven experiences end-to-end, ensuring quantifiable and maximized ROI and efficiency across industries, including automotive, e-commerce, education, fintech, healthcare, hospitality, and more.

Work Experience

Contracted Principal UX/UI Designer
Product on Point

Feb 2024 - Present

- Designed an intuitive staffing and scheduling web application for Coweta County Fire Department, projected to improve efficiency by 100%.
- Conducted user research, developed personas, and created user flows to inform low/high-fidelity prototypes.
- Established a scalable design system to ensure consistency and efficiency in future development phases.
- Delivered user-centered solutions that met stakeholder goals through iterative design and testing.

Contracted Principal UX/UI Designer
Robert Half/Itel

Jul 2024 - Jan 2025

- Led the design of AI-powered Windows desktop applications for housing material sample identification and ordering.
- Improved operational efficiency by 200-400% through in-depth user interviews, research, and high-fidelity prototypes.
- Collaborated with cross-functional teams to align UX strategy with business KPIs.

Principal UX/UI Designer
SpendHQ

Oct 2021 - Jan 2024

Left due to Layoffs

- Increased NPS by 133%, product stickiness by 125%, and average time on site by 50% through a full product redesign.
- Designed a new UI/UX framework for AI-driven spend analytics used by Fortune 500 companies like Pepsi and Under Armour.
- Conducted remote user testing and integrated data from Pendo and Hotjar to refine designs and improve usability.

Contracted Senior UX/UI Designer
Harland Clarke

Apr 2021 - Oct 2021

- Designed responsive e-commerce websites for the largest check-ordering company in the U.S. and their partners, including FedEx.
- Collaborated with stakeholders to align user goals with business objectives.

Lead UI Developer & Design Consultant
NASCAR

Sep 2019 - Nov 2020

Left due to relocation to aid family during COVID

- Developed and maintained NASCAR and IMSA websites, enhancing live race tracking and user engagement.
- Provided design consultation, ensuring compatibility and usability across all digital platforms.
- Delivered improvements that enhanced the experience for hundreds of thousands of users.

Freelance Head of UX/UI, Designer & Researcher
Odd Owls

Jun 2018 - Feb 2020

- Conceptualized and developed Wick, a well-being science mobile app with a 100% user approval rating.
- Led user research, wireframing, and prototyping efforts to address unique wellness tracking needs.

Head of UX/UI on Project Phalanx, Designer & Developer
Automotive Mangement Services Inc. (AMSI)

Mar 2017 - Sep 2019

Left due to relocation from inflated cost of living

- Improved task efficiency by 400% and reduced compliance issues by 90% with the development of Phalanx, an automated asset management system.
- Managed a team of three, optimizing workflows for compliance with major automotive brands.

Head of UX/UI, Designer & Developer
Steeda Autosports

Oct 2016 - Mar 2017

Left due to project completion

- Redesigned and launched four e-commerce platforms post-cyberattack, recovering significant revenue.
- Developed a new design system and implemented performance tracking to measure ongoing improvements.

Senior UX/UI Designer & Developer
Valley Forge Fabrics

May 2015 - Oct 2016

Left due to restructuring

- Designed and enhanced B2B, B2G, and B2C web and mobile applications for an international sustainable fabrics company.
- Improved user experience through data-driven insights and usability testing.

Contracted UX/UI Designer & Developer
Multiple Clients

Sep 2008 - Sep 2013

- Auto Cricket (2013): Designed WordPress themes for a startup web design branch.
- L.E.T. Group (2011): Developed websites for Comfort Suites and DoubleTree by Hilton.
- AMC Source (2010): Designed digital assets for NADOHE and The Society of Counseling Psychology.
- Kauff's Web Design (2008-2009): Designed website templates and client-specific solutions.

UI Designer & Developer
Sunshine Advance

Sep 2007 - Jul 2009

Left due to layoffs

- Designed and developed lead generation websites for financial lending services.
- Improved conversion rates through optimized UI/UX strategies.

Core Skills

A/B Testing, Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Adobe XD, Analytics, Apps, Branding, Card Sorting, CMS, Coaching, Coding, Competitor Analysis, Confluence, Creating Design Systems, CSS, Design Patterns, DJI Drones, Design Systems, FigJam, Figma, Ghost, Git, GitHub, Gulp, Handlebars, High Fidelity Designs, Hotjar, HTML, Jira, JavaScript, jQuery, Leadership, Liquid, Litmus, Low Fidelity Designs, Marketing, Microsoft Office, Notion, Pendo, PHP, Project Design, Product Management, Prototyping, QA, SASS, Shopify, Slack, Stakeholder Interviews, Startup experience, Surveys, SWOT Analysis, User Flows, User Interviews, User Personas, User Stories, User Testing, UserTesting.com, Websites, Wireframing, WordPress, Working Cross-functionally, Zoom

Education

Nova Southeastern University

Bachelor of Science Computer Science

Certificates

HTML, CSS, Javascript, jQuery, and PHP
W3 Schools

Principles + Practices for Great UI Design
Udemy

Information Architecture (IA) Fundamentals
Udemy