

Austin Norris UX/UI Specialist

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Skills

- **Design:** Adobe XD, Brand Standards, Design Systems, Figma, Prototyping, UI Design (cert), UX Design (cert), and Wire-framing.
- **Development:** CSS (cert), Ghost CMS and Handlebars, Github and Git, Gulp, HTML (cert), Javascript (cert), jQuery (cert), PHP (cert) and Twig, SASS, Shopify and Liquid, Twitter Bootstrap, Visual Studio Code, and WordPress.
- **General:** Asana, Confluence, Jira, Microsoft Office and Teams, Monday.com, Notion, Slack, and Zoom.
- **Photography:** DJI ecosystem, Fujifilm X-Series ecosystem, Lightroom, and Photoshop.
- **Research & Analytics:** A/B Testing, Competitor Analysis and SWOT, Google Analytics (cert), HotJar, Information Architecture (cert), User Flows, User Stories, User Personas, and User Interviews and Testing.

Education

- **Nova State University:** Computer Science
- **W3schools and Udemy:** Certifications

Recent Work

Contracted Principal UX/UI Designer I Product on Point Feb 2024 - Current

Responsible for researching user and stakeholder needs, and designing a design language and system, low and high fidelity designs and prototypes for the new staffing and scheduling web application for the Coweta County Fire Department, as well as a new website for the BBWM Law relaunch. We projected 100% task/goal efficiency improvements

- Researched user needs and stakeholder goals, and built personas and user flows upon them.
- Low fidelity wireframes were drawn and signed off on to reduce revision time in higher fidelity designs.
- New design language and system built as a foundation for high fidelity designs.
- High fidelity designs and prototype created for user testing and stakeholder testing and approval.

Contracted Principal UX/UI Designer I Robert Half/Itel Jul 2024 - Jan 2025

Responsible for designing new Windows desktop applications, for AI-powered housing material sample identification, receiving, and ordering systems. These systems sent findings and orders to all major partnered insurance companies including Allstate, Farmers, State Farm, and USAA. We projected efficiency improvements from 200-400% for each system.

- Interviewed stakeholders, product owners and users from every department on-site and remotely to understand their day to day operations step by step, what they like and don't like about the current systems, wishes for the new systems, and stakeholder goals for ROI and KPIs per department.
- Created and revised user stories and flows which informed my creation of wireframes for each of the user departments from review sessions with development and product heads.
- Created new universal design languages and systems for approved user flows.
- Created high fidelity designs for each system and prototyped each for user testing.
- User interviews and testing informed final revisions before receiving project approval.

Principal UX/UI Designer I SpendHQ Oct 2021 - Jan 2024 (Layoffs from company acquisition)

Responsible for leading user research, re-designs, and new designs of the AI-powered spend, compliance, diversity, and emissions web app dashboards used by Fortune 500 companies.

- Digested documented stakeholder ROI and KPI goals, as well as product owner breakdowns of goals, functionality, features, and their targeted users.
- Designed user flows and wireframes in Figjam, which received product and development head sign off.
- Created new, and updated existing design languages and systems for the re-skin and re-design of the entire 200+ screen web app in Figma.
- Created and reviewed high fidelity designs and prototypes in Figma with heads of product and development.

- Leveraged Pendo, and HotJar (which I recommended and worked with development to integrate), to collect user analytics and feedback. We saw increases in NPS by 133%, product stickiness by 125%, and average time on site by 50%.
- Performed user testing remotely with clients to test new features and experiences including Pepsi and Under Armour.

Contracted Senior UX/UI Designer I Harland Clarke/Vericast Apr - Oct 2021

Responsible for designing new responsive e-commerce websites for the largest check-ordering company in the USA, and their major vendors, including FedEx.

- Worked with the head of product to understand user and business goals of each site.
- Designed high fidelity designs in Figma for each site, utilizing their established design language and system.
- Revised designs after review meetings with designer peers, development, and product owners.

Lead UI Developer & Design Consultant I NASCAR Sep 2019 - Nov 2020 (Left due to relocation to aid family during COVID)

Responsible for design and development improvements and fixes to existing NASCAR and IMSA responsive websites, including live race monitoring and writing and pushing hot fixes for any issues that occurred. Responsible for consulting on and refining proposed designs from graphic designers, and developing them for the new NASCAR Mexico, ARCA, and Sebring Raceway responsive websites. Performed fixes found by QA, pre and post launch.

- Graphic designers collaborated with clients to create high fidelity mock-ups that I would refine for best practices for use on the web, and for compatibility with our existing WordPress PHP and Twig framework.
- Reviewed and developed front-end fixes, new features, feature improvements, or new websites, based on tickets assigned to me by the project or development leads.
- Periodic QA and development peer review of code for bug fixing and continued refinement and improvement.
- Managed code through Git.
- My efforts improved user experiences and brought several new ones to hundreds of thousands of users.

Freelance Head of UX/UI, Designer & Researcher I Odd Owls Jun 2018 - Feb 2020 (Project completed)

Responsible for conceptualizing business idea and viability, research, design, and development of “Wick”, a well-being science education and tracking mobile app.

- SWOT analysis of 25 competing apps in the health and wellness space to discover and fill missing niches.
- Designed and conducted user interviews over the phone to collect quantitative and qualitative data.
- Card sorting, mood-boarding, and white-boarding to develop brand, design language, and user flows.
- Designed low and high fidelity designs and prototype in Adobe XD.
- Analyzed and modified the prototype via remote user testing to achieve a 100% user approval rating.

Head of UX/UI on Project Phalanx, Designer & Developer I AMSI Mar 2017 - Sep 2019 (Left due to relocation for cost of living)

Automotive Management Services Inc. manages dealerships for major car manufacturer brands from Aston Martin to Toyota. I was responsible for design and development of client website, ad, and email assets and campaigns. I became responsible for and the manager of a system I researched, designed, developed and tested myself called “Phalanx”, a WordPress powered compliant and error free website, email, and ad asset generator, that also provided staff reporting, campaign analytics, and project management dashboards.

- Performed extensive user interviews and research into each department that Phalanx would cater to, including account executives, SEO, designers, developers, media buyers, A/V engineers, email campaign managers, and upper management.
- Researched, designed, developed and tested highly customizable templates for website, ad, and email assets that would become compliant to every major car brand’s standards. I used HTML, CSS, Javascript, jQuery, PHP, Twitter Bootstrap, Adobe Illustrator and Photoshop, and Figma.
- Leveraged self performed user research and testing findings, Litmus testing, Google Analytics, email and ad campaign analytics, and insights from business intelligence to inform iterative changes to system and deliverables to evolve to meet needs of each department.
- I managed a team of 3, including a designer, developer and researcher.
- My approach improved task efficiency by 400% and reduced accessibility, compliance, and coding issues by 90% in display ads, web assets, and email campaigns.

Head of UX/UI, Designer & Developer I Steeda Autosports Oct 2016 - Mar 2017 (Projects completed)

I was responsible for rapidly redesigning and developing four new e-commerce sites and their email and ad campaigns, after they suffered a cyber attack.

- Performed research into remaining website, graphic and database assets on un-compromised portions of server, internet archive snapshots of previous site, Google Analytics data, and assets available from sales, stock management, manufacturing, and other business elements.
- Leveraged research to create a new design system and high fidelity mock-ups, preventing slower development revisions.
- Developed 4 sites simultaneously, importing data I reformatted for use on the new CMS. I used HTML, CSS, Javascript, jQuery, and PHP.
- Integrated and configured Google Analytics to track recovery. Reported recovering hundreds of thousands in potentially lost revenue.
- I managed a team of three, including two designers and a developer.

Earlier Work

Senior UX/UI Designer & Developer | Valley Forge Fabrics May 2015 - Oct 2016 (Left due to restructuring)

Improved and created new designs and code for the official B2B and B2G responsive websites, and mobile applications. Designed new web presences and enhanced existing sites and apps for the international B2B, B2G, and B2C sectors.

Contracted UX/UI Designer & Developer | Auto Cricket Jun - Sep 2013

Responsible for designing and developing several WordPress theme prototypes using HTML, CSS, Javascript, jQuery, and Adobe Photoshop for the startup's new web design branch, that were verified by the head of development.

Contracted UI Developer | L.E.T. Group Mar - Sep 2011

Responsible for developing the front-end of new websites upon their design and development framework for major hotel and restaurant franchises, including Best Western, Comfort Suites and DoubleTree by Hilton. I used HTML, CSS, Javascript, and jQuery.

Contracted UX/UI Designer & Developer | AMC Source Jun - Aug 2010

Responsible for designing and developing website updates and digital assets for NADOHE and The Society of Counseling Psychology. I used HTML, CSS, Javascript, jQuery, and Adobe Illustrator and Photoshop.

Contracted UX/UI Designer & Developer | Kauff's Web Design Sep 2008 - Jan 2009

Responsible for designing website templates for custom and WordPress based client websites. I used HTML, CSS, Javascript, jQuery, PHP, Twitter Bootstrap, and Adobe Photoshop.

UX/UI Designer & Developer | Sunshine Advance Sep 2007 - Jul 2009 (Left due to layoffs)

Responsible for designing and developing improvements and brand new sites for over 100 lead generation responsive websites, used for lead generation for financial lending services. I used HTML, CSS, Javascript, jQuery, and Macromedia Fireworks.