

# Faith Warren

**UX Director/UX Principal/ UX SME**

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I am looking for a job with the perfect mix of using cutting edge technology and a deep appreciation for how technology drives business value. I have broad technology knowledge and the ability to devise solutions by mapping client business problems to end-to-end technology solutions. I have demonstrated the ability to engage senior level technology decision makers in knowledge management, collaboration, and process automation. I am a key enabler for account executives and Client Partners as we jointly pursue opportunities to bring services to market. I focus on leveraging my technical background in modern digital workplace technologies and my ability to build solutions that address user loyalty, employee productivity and engagement challenges. I leverage my practical experience in developing large, complex business solutions and team up with highly skilled technologists from around the world to ensure flawless service delivery. With my strong background in a diverse set of technologies, I help assess new technologies applicability and validity in solving the real-world business problems of the present and the future. I am the UX strategist you want to build your new application with your team.

**Authorized to work in the US for any employer**

## Work Experience

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### **Principal UX Consultant**

Neudesic LLC - Dallas, TX

July 2019 to December 2019

Senior UX Principal, Digital Workplace for Dallas and the Central Region. This role required the perfect mix of being a brilliant technologist and having a deep appreciation for how technology drives business value. I have broad and deep technology knowledge and the ability to architect solutions by mapping client business problems to end-to-end technology solutions. I have demonstrated the ability to engage senior level technology decision makers in knowledge management, collaboration, and process automation. I was a key enabler for Neudesic's account executives and Client Partners as we jointly pursued opportunities to bring Neudesic's services to market.

I drove Neudesic's market expansion in the Central Region by working closely with a local sales and delivery units. I focused on leveraging my deep technical background in modern digital workplace technologies and my ability to build solutions that address employee productivity and engagement challenges. I leveraged my practical experience in developing large, complex business solutions and teamed with highly skilled technologists from around the world to ensure flawless service delivery. With my strong background in a diverse set of technologies I helped assess new technologies applicability and validity in solving the real-world business problems of the present and the future.

I excel at building trust with clients and our technologists. I actively partnered with solution architects to drive client success by providing practical guidance based on my years of experience in digital workplace solutions. I also partnered with a diverse sales unit to professionally represent Neudesic experience and ability to drive business results. In addition, I assisted in creating sales assets that clearly communicate our value propositions to technical decision makers.

## **DIRECTOR OF UX AND DIGITAL MEDIA with SEO**

American First Finance

March 2017 to July 2018

Managed a team of mixed team of IA, BA, QA, Designers, and Developers using JIRA and AGILE methodologies in a SCRUM environment. Prototyping and testing with Axure RP for mobile, corporate web, and Dealer Portal. Created software road maps and identified modules and assigned importance. Integrated UX into the Agile Process. Wire-framed and prototyped roadmaps, modules, providing use cases and user testing on prototypes before development efforts commenced with Axure RP. Development and analysis of analytics for improved customer experience, AEM and Google Search. Consulted with team members regarding branding and marketing techniques to reach a broader audience for the products offered utilizing SEO and other marketing strategies.

### **Consulted with C-Level Executives for:**

- Determination of best software to use for CRN, Marketing, and Analytics.
- Branding and marketing techniques to reach a broader audience for the products offered.
- Identifying the right products to use to develop and integrate into new user interfaces.
- Advised on best design practices to arrive at an end-product that meets all the visual and functional requirements by using Axure RP to prototype clickable wireframes.

### **Development:**

- Designed front end user interfaces customized to the needs of the end users and while keeping the processes they were solving intact.
- Periodic review of user interfaces for any necessary updates and insured the consistency in the look and feel across all interfaces.
- Created software road maps and identified modules and assigned importance.
- Front-end UI development and overview, insuring modules are reusable and maintainable, Bootstrap and Angular.
- Code review of front-end development to insure code had been written using industry best practices.

## **LEAD UX TEAM MANAGER SOUTH CENTRAL USA**

Avanade/Accenture - Dallas, TX

May 2016 to March 2017

As a XD/UX Group Manager there is a whole arsenal of CRM Applications and Analytics Tools that I use, and a lot of practices that I bridge to be effective in what I do. I have 25 years of experience architecting and planning new processes for business enterprises in the digital space and introducing UX to AGILE in a lot of cases. I can take the 10,000-foot view and break it down into simple user experiences that make businesses run better and users enjoy their experiences. This expertise translates to better business processes and user adoption.

- Advocated for the inclusion of UX in the AGILE process.
- Directed and managed program development and implementation, including budget planning and preparation, business requirements and measurement metrics.
- Defined project scope, goals and deliverables that supported business goals in collaboration with cross-functional and cross-operating company teams.
- Developed working plans and associated communication documents in collaboration with cross-functional and cross operating company teams.
- Managed data quality data and metrics collection, reporting and related activities.
- Program management and development, including enhancements to customer experience and operational efficiency.
- Use metrics to identify issues, make decisions, track improvements.
- Presented project updates and status to various stakeholders including C-Level Executives.
- Assisted learning and development to facilitate design and deployment of application, including training programs in AGILE and scrum and User Acceptance Testing.
- Planned and engaged various C-Level partners when necessary, including: Labor Management, Technology Integration, Asset Management, Standard and Procedures, Network Operations, and Marketing.

- Communicate with C-Level Executives and field management on project status, risks, and opportunities.

## **SENIOR UX PRODUCT MANAGER**

Liquidity Services, Inc. - Frisco, TX

February 2016 to April 2016

Liquidity Services needed a UX Product Manager to come in and inject their User Experienced Designers and Front-End Designers into the AGILE SCRUM environment they were just adopting. They had no idea how to utilize User Experience to better their process and had let development run ahead of the requirements being mapped out by the Business Owners. They found they were duplicating work and re-doing a lot of development efforts. Liquidity wanted someone to come in and quickly assess the situation and do a hard course correction so they could hit tight deadlines. Liquidity had invested 25 million into this project and it was quickly getting out of hand as every aspect of the business wanted the application to replace business processes; like warehouse management, even the Salesforce application for their sales department to qualify leads and give clients access. The business had bloated the project with internal process replacement and still thought they could build the application in such a way as to be Software as a Service (SaaS) and sell it to potential clients. I just stayed on long enough to course correct and get them back on the Agile/SCRUM path.

## **SENIOR UX MANAGER**

Market6 - Deerfield, IL

January 2013 to January 2016

Joined Market6 and worked remotely from Dallas, as a Senior UX Product Manager to help them build their Digital Strategy for their Brand of Products. I lead the efforts to improve user experience within a variety of homegrown, CMS and foundation applications for a software for sales (SaaS) startup now worth 180 million. I identified that the users of these applications varied from Supermarket manager to their Vendors like Hershey's, Coke, Frito Lay, Land of Lakes, P&G and more. It was a multifaceted application with many challenges and can definitely be called a BIG DATA application, as it manages in store inventory for Kroger as well as warehouse inventory, ad sales, and forecasting for all Kroger's Vendors. I was also responsible for managing Design Standards across all the Market6 applications. I ran three teams varying in size from 30-50 people.

## **SENIOR UX PRODUCT MANAGER**

NET.ORANGE - Addison, TX

March 2012 to June 2012

Net.Orange: Worked on the company's patented clinical Operating System (cOS™) leveraging existing legacy systems, such as electronic medical records (EMR), health information exchanges (HIE) and claims, in real-time, to allow hospitals, physician practices, employers and payors to work together and thrive in a value-driven accountable healthcare environment, regardless of the payment model. cOS-powered applications provide predictive analytics and care coordination workflows for all stakeholders in the care continuum. Including physicians and their staff, hospital administrators, community care providers, disease and wellness management coaches, health plan administrators, patients and their caregivers. Immediate benefits included reduced readmission and a significantly enhanced visibility into real-time constraints such as personnel and facilities, and to the success/risk factors for profitably participating in value-based purchasing and bundled payment (ACO) models. This company was acquired by NAANT so I was given good severance and let go on good terms.

## **UX/UI MANAGER & ENGAGEMENT MANAGER**

Perficient, Inc. - Plano, TX

August 2010 to March 2012

As a part of the National User Experience Practice, I was engaged on several top fortune 500 projects where I led the efforts to build out applications across many fortune 500 clients for widely different user bases and industries. I built touch screen POS applications, Business-to-Business applications, websites that worked in tandem with mobile and tablet technology, huge help desk applications seen

by millions. I also worked on data rich applications, and for companies managing properties across the world. I also worked on White House Projects and government projects. I was even put in place of a Director of New Development for Fossil for all "new development".

## Education

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### **Board of Directors**

SOUTHERN METHODIST UNIVERSITY (SMU) - Dallas, TX

2016 to Present

### **Associates of Science**

GEORGIA STATE UNIVERSITY PERIMETER COLLEGE - Atlanta, GA

1995 to 1997

### **Certification**

SMU COX Business School

## Skills

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- Acceptance Testing (10+ years)
- Acrobat (10+ years)
- Application Design (10+ years)
- Application Performance. (10+ years)
- Architecture (10+ years)
- Bootstrap (7+ years)
- Building Design (10+ years)
- Business-to-Business (10+ years)
- Call Center Applications (10+ years)
- Clinical Operating Systems (10+ years)
- CMS Applications (10+ years)
- Coaching (10+ years)
- User Experience (10+ years)
- UX (10+ years)
- Wireframe (10+ years)
- Sketch (10+ years)
- Adobe (10+ years)
- Axure (10+ years)
- Azure (MS) (3+ years)

## Links

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Portfolio: <http://faithwarren.com/faith-portfolio>