Senior Web Developer specializing in user experience (UX) and user interface (UI) design. Desarae is responsible for solving complex design and development problems while connecting clients’ to their target audience. It is her job to oversee design, development, and strategic direction for projects or campaigns. She has over 14 years of marketing and brand promotion experience; and 10+ years of design and development experience working for clients like Best Buy, Lawry's, P.B.Loco, Premier Mounts, Proctor and Gamble, National Geographic, 3M, Disney, Vogue, The Occasions Group, and Express Handymen.

A graduate of Iowa State University with a major in Art and Design and a minor in Military Science, Desarae's greatest asset is her enthusiasm to work and a love for working with advertising, design, new media and affiliates with a broad range of media, marketing, design and selling experience that has given her the opportunity to wear many hats, while developing presentation and collaborative skills.

**Customers supported:** Federal, State and International Government Agencies. Private Entities.

Prior to Desare’s current position, she held positions as a creative director, senior designer, brand manager, and SEO/social media specialist, and consultant. She has worked in a variety of sectors including digital and advertising agencies, military, government, and corporate. Her previous employers include well-known corporations and agencies like Weber Shandwick, Risdall, CDS Global (A Hearst Company), Fallon, Gage Marketing (A Carlson Company), Starbucks, the Des Moines International Airport, Department of Defense, National Defense Academy, and the United States Army. She has led teams in application development, affiliate marketing, strategic development, ecommerce systems, and digital strategy. Her experience working with military and government agencies includes a variety of technologies and development paradigms including those unique to government and enterprise software development, such as CMMI, UK accessibility standards (BSI), and Section 508 compliance.

Currently she creates design and UX strategy for multiple and is responsible for ongoing application maintenance including stake-holder interface to resolve technical issues involving design, development, and UX testing.

• Analyses of website traffic data, creation of behavioral flows, user story flows, audience demographics; and generating case studies, style guides, pattern libraries, as well as UI/IA documentation.

• Experience working on applications for health analytics claims data analyzing Medicare and Medicaid data.

• Applications generating reports related to big data through services like OBIEE and SAS.

• Data entry, filing, and claims data experience with warehouse data through the VA and military.

• Design and task lead for high profile international projects.

• Accountable for development front-end code, wireframes, prototypes, and ongoing design strategy for provider reports.

• Design lead for transitioning data mining projects and the analysis of claims data for provider profiles which involved summarizing diagnoses, procedures, drugs, type of claims and providers, demographic information, and calculation of HEDIS measures.

• Co-lead for the design workgroup eUAT, provided leadership and UI/UX support.  
  
Desarae has the skills and experience needed to lead in challenging and dynamic environments. She has proven to be a leader with strong collaboration skills with both US and International based resources and customers. Mrs. Veit excels in communicating with customers, with both courtesy and understanding, and the ability to maintain focus on overall project scope, integrity, and success. Create Strategic user interface models through strategic planning, user testing, and process development. Design and program websites based on business requirements.

* Communicate with other contractors about design and development deliverables
* Coordinate meetings and lead team discussions prototypes and development projects
* Discuss expectations for analyses with stakeholders and team
* Provide assistance to team, share subject matter knowledge
* Responsible for UI development and ensures the projects meet basic and appropriate design standards, 508 compliance, and CMMI
* Research requirements and changes for all UI/UX tasks
* Knowledge of application development for Medicare and Medicaid quality improvement programs and associated data.
* Documenting UX/IA/UI processes for team members (includes updating templates, checklists, code review logs and verifying quality assurance checks on completed and documented)
* Serve as a stakeholder interface to ask questions, resolve technical issues, and submit completed results
* Software utilized: Eclipse, Maven, Adobe Creative Suite, Visio, Prepros, Snagit, Microsoft® Office Applications: Excel®, Word, PowerPoint®
* Architecting solutions that fully satisfy customers' needs
* Experience in architecting and delivering Medicaid and Medicare Health Analytics solutions
* Driving initiatives forward to ensure target dates and deliverables are met
* Authoring technical and CMMI level documentation
* Provided technical leadership to produce solutions to fulfill customers' needs
* Assists with strategic direction of internal systems, project proposals, and other web initiatives
* Work with stakeholders to organize system elements then build and refine UI for websites, mobile applications and portals
* Convert raw images and layout designs into XHTML, CSS, PHP prototypes
* Prepare technical documentation and system tutorials
* Streamline user workflow with unified strategy, visual consistency, and simplification
* Design user flows to demonstrate how users should move through a system
* User Experience testing and prototype design
* Develop business requirements, training materials, user interface and architectural documentation
* Supported projects that involved analyses of claims data and hospital self-reported warehouse data

Professional Affiliations: AIGA, AMA, MIMA, AD Fed, social media club, Tech Brew, java group, SMBMSP, Silicon Prairie, WAM, Georgettes, Dexter Community Board, The Rock Church Program, Ad Fed 2, Sierra, Brain Co., Grip Mentoring, Scoliosis Awareness, Big Brothers and Big Sisters, Athletes with Disabilities

WAM, George Community Hall, Georgettes

March 2011 – August 2011 (6 months)

Teaching marketing and technology workshops

Building awareness of new and innovative technology. Taught basic computer skills and how to market businesses online through a community outreach program at the City of George Community Hall. Built the city website and helped with local events including the Independence Day festival, and Georgette cleanup. Attended weekly meetings. Designed brochures, flyers, a website and market Community Hall events. Developed a social marketing campaign and setup social networks.

MIMA VOLUNTEER

February 2007 – November 2010 (3 years 10 months)

Membership and Events Committee Volunteer

Develop strategy to recruit new members and improve attendee experience and sign up processes. For four years she volunteered and maintained an active membership, while attending nearly every weekly event.

AdFed

February 2007 – November 2010 (3 years 10 months)

Golferoo, Communications, Programs, and Sponsorship Committee Volunteer, Student Adfed Mentor and Speaker

For the first six months, Desarae volunteered on the sponsorship committee and recruited over 40 donors. The following six months she volunteered as a designer and strategist for the Communications Committee. Developed a scavenger hunt game to promote the new website, collaborated with a large committee to promote the organization and designed business cards to be handed out at the events to promote events and the new website. In the 4+ years Desarae lived in Minnesota, she helped with Golferoo and sponsored small door prizes. In her final two years in Minnesota, Desarae helped with the programs committee finding sponsors and helping with special events planning and vendor relations. One year Desarae helped with the Student Advertising Summit on the creative sub-committee and spoke at the event during the agency break-out.

Twin Cities Social Media Underground Society

January 2010 – May 2010 (5 months)

Co-Founder, Events Committee Volunteer

During the first 6 months of this group’s inception, Desarae attended the founding meetings and helped plant the initial years’ events. Procured multiple venues, sponsors, and speakers for the events.

Iowa State University Extension Office

June 2004 – August 2006 (2 years 3 months)

Fair Judge, Certified

Educate children in a developmental appropriate setting to determine Contestants Goals, encourage future development, and project quality help in the organization and planning of individuals county fairs. Judge art, home economics, and food entries according to skill set and age groups.

Awards: Awarded the Naval Science Award

National Science Fair Finalist Project on the Study of Intermittent Life and the Growth Rate of Artemia Salina

Agency Webby Awards

Webby honoree distinctions were awarded to the top 20 percent of entries that exhibited

Agency Webby Award

Best institutional Services Website, Best B2B Website

Dexter Citizenship Award

Awarded a the town Citizenship Award by the Mayor for volunteer work done saving a historical building, planning a city festival, and yearly volunteering with her father as the town Santa/elf duo handing out presents to children

Agency Forrester Groundswell Award

Honor Roll

Earned honor roll multiple semesters at Des Moines Area Community College

Distinguished Performance Award

Employee recognition and award for long days worked delivering NHS Mail eUAT portal for procurement.

FFA Public Speaking State Finalist

Training: Other Training

• Google Adwords Workshop Radian6 reputation management software

• Search engine optimization and personal branding, MIMA/AMA

• Radio & Television Broadcasting, Central Academy

• Marine Biology, Central Academy

• A&P Mechanics, Central Academy

• Aviation Flight

• Navigation

• Military Map Reading

• Orienteering

• Logistics

• Military Leadership and Mentoring

myLMS and GD Training

• CMMI training

• Public speaking course

• HS HIPPA

• Information Security Awareness and USCG PM IT Security Awareness

• Export/Import Compliance

• Introduction to Project Management

• Threats SOP Training

• Thinking Like a CFO: Managing Risk

• Techniques for Communicating Effectively with Senior Executives

• SCI Cleared Personnel Annual Refresher

• Presentations That Get People Talking

• Introduction to Program Management

• Dealing with Negotiation Challenges

• Culture of Responsibility

Software

• Eclipse

• Apache Tomcat

• Apache Ant

• Maven

• Liferay

• Content Manager Operating Systems

• Microsoft Platform

• Unix

• Mac OSX

• Android Programming Languages

• HTML

• CSS

• JavaScript

• SASS

• HAML

• jQuery

• PHP

Post-Secondary Certificate in 200 hour teacher certification for Yoga, (additional 40 hours) Barre, and (additional 40 hours) Sculpt. 4/1/2013

PLY

Bachelor in Art and Design (Minor: Military Science) 6/1/2007

Iowa State University

• Activities and Societies: Painter’s Anonymous, AdFed2, Delta Delta Delta, Co-Chair Public Relations Committee ofr the Senior Design Exhibition, Rock Climbing, Weight Lifting Club, Volleyball Intermural, Civil Air Patrol Flights, Air Force ROTC, Army Coordinator, St. Judes Children’s Hospital Philanthropy Co-Chair, Round House Christmas Charity (The Elf)

• Relative Course Work:

o Leadership Lab I (AFAS 101)

o Personal Career Development (LAS 104)

o Social Cognition (PSYCH 380X)

o Design Presentation (DSN S 131)

o Design Cultures (DSN S 183)

o Business Math (finite math and statistics) (MATH 150)

o Air Force Management and Leadership (AFAS 342)

o Drawing Studio II (ART 230)

o Design Studio (DSN S 102)

o Business Communication (ENGL 302)

o Art and Theory since 1945 (ART H 495)

o Business Communication Writing (ENGL 302)

Associate in Science, Emphasis in Marine Biology, Radio Television Broadcasting, Aviation Technology 6/1/2004

Des Moines Area Community College

• Graduated two weeks prior to graduating high school.

• Activities and Societies: Studied Marine Biology (3 years), Aviation Technology (14 credits towards an Aviation Air Frame and Mechanics License), Radio Television Broadcasting (2 years including a radio show), and Design.

• Relative Course Work:

o Sociology (SOC 134)

o Composition II (SP CM 212)

o Marine Biology (AGRI 90)

o Physics (PHYS 106)

o ECONOMICS (ECON 101)

o Aviation Technology (AVIA 90)

o Aviation Air Frame and Power-plant Mechanics (AVIATION TECH)

BRDCS 90 & 93 (BRDCS 90)

Iowa Central Comm Coll-Fort Dodge

Art History and Study Abroad (ART H 281)

North Iowa Area Community College-Ankeny

High School Graduate 6/2004

West Central Valley

• Activities and Societies: Track, Volleyball, Basketball, Cheerleading, Swim team, Chess Club, Art Club, VP of Girl Scouts Club, 4H, FFA VP, FFA Secretary, Science Fair, Public Speaking Competitions, Competitive Dance, Ballet, Tap, Jazz, Gymnastics, Girl Scouts State Board VP, IAYI, JEL, GRIP Mentoring, 3 exchange students.