



ORNETTE COLEMAN
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SKILLS

ADVANCED:

- CSS code
- HTML code
- Javascript code
- Project Management
- Retouching Imagery
- User Experience Strategy
- Vector Art
- Website Design

PROFICIENT:

- Website Animation
- Motion Design
- Sound Design
- Code Repository Versioning
- Scrum Project Planning

EDUCATION

MASTER OF ARTS: DESIGN STUDIES

The University of the Arts London:
Central Saint Martins College
of Art and Design, London, UK, 2007

BACHELOR OF FINE ART: GRAPHIC DESIGN

Howard University,
Washington, D.C., 1992-96

AWARDS

THE SHORTY AWARDS
13th Annual Industry Winners,
By Design, UX/UI,
Poland Spring Origin, 2020

CANNES SILVER LION
Promo & Activation category,
Canon, 2010

ADWEEK AD OF THE DAY
Canon, May 24, 2011

(More experience available on request)

User Experience Engineer Lead

I deliver website technology products on various devices that meet corporate goals, are fast-loading, accessible to most readers, and are high-ranking on search engines.

EXPERIENCE

BLUETRITON BRANDS (formerly NESTLÉ WATERS)

WEBSITES MANAGER (formerly UX-UI DESIGNER),
March 2020 to present:

- Manage multiple teams (IT Support, SEO, Analytics, Optimization, Designers, Developers, and QA) while leading one, direct report, Junior UX Engineer for a portfolio of as many as 17 Brand Websites in the United States and Canada.
- Maintain image, video, and text site content using Drupal and Shopify Content Management Systems (CMS).
- Design and Code website redesigns, with re-usable component sections, for page layout variety in Content Management Systems with Code Repository versioning.
- Optimize websites for Organic Search, voice search, and AA-level ADA compliance.
- Created and launched an award-winning website page for a new product, Poland Spring Origin, that saw Organic Traffic rise as much as 294%.

NIKE

UX DESIGNER and APPLICATION ENGINEER,
July 2016 to January 2020:

- Conducted User Research to confirm assumptions, plan, and wireframe new features for an existing product.
- Delivered Visual Design as clickable prototypes for testing, discussion, and as a guide for product build.
- Coded new features in Angular JS as web app and for a custom extension for Adobe Illustrator and InDesign.
- Created a custom Google Material theme and an accessibility style guide.
- Saved the company an estimated 3,000 work hours per year from one internal product feature delivered.

GREY GLOBAL GROUP

CREATIVE TECHNOLOGIST (formerly TECH LEAD),
October 2012 - April 2015:

- Developed creative strategy through research and functional prototypes.
- Initiated partnerships with cutting-edge technology vendors.
- Created wireframes and user-flows with a team of User Experience Designers.
- Created code-level development and QA processes, including training documents and delivery checklists.
- Conducted code compliance checks to prevent fines for false financial information display.