

P o r t f o l i o

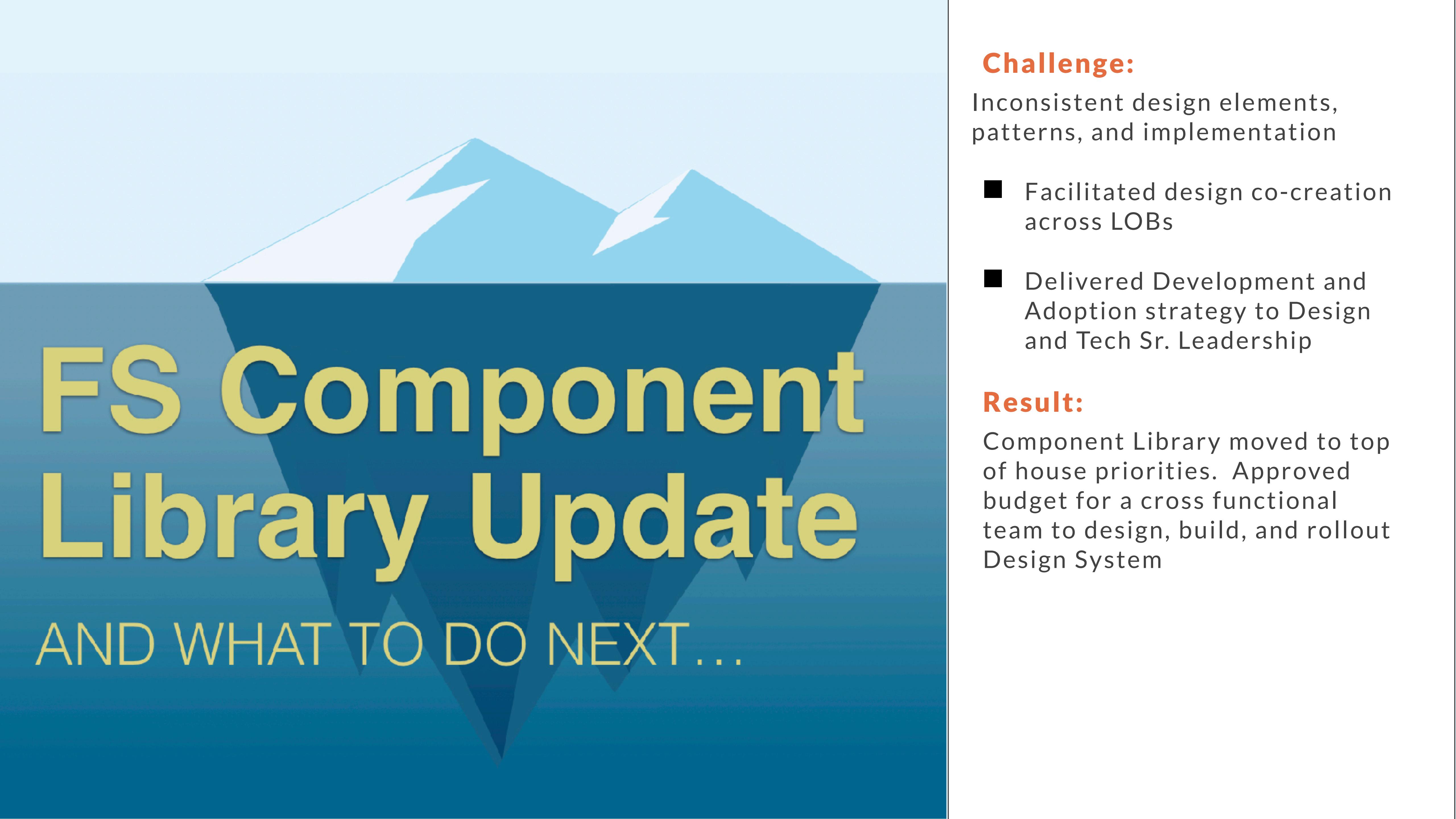
Tim Proffitt

Design Technologist

Strategy and Leadership

“Optimizing for the subgroup sub-
optimizes for the organization”

- *Terry Schmidt*



FS Component Library Update

AND WHAT TO DO NEXT...

Challenge:

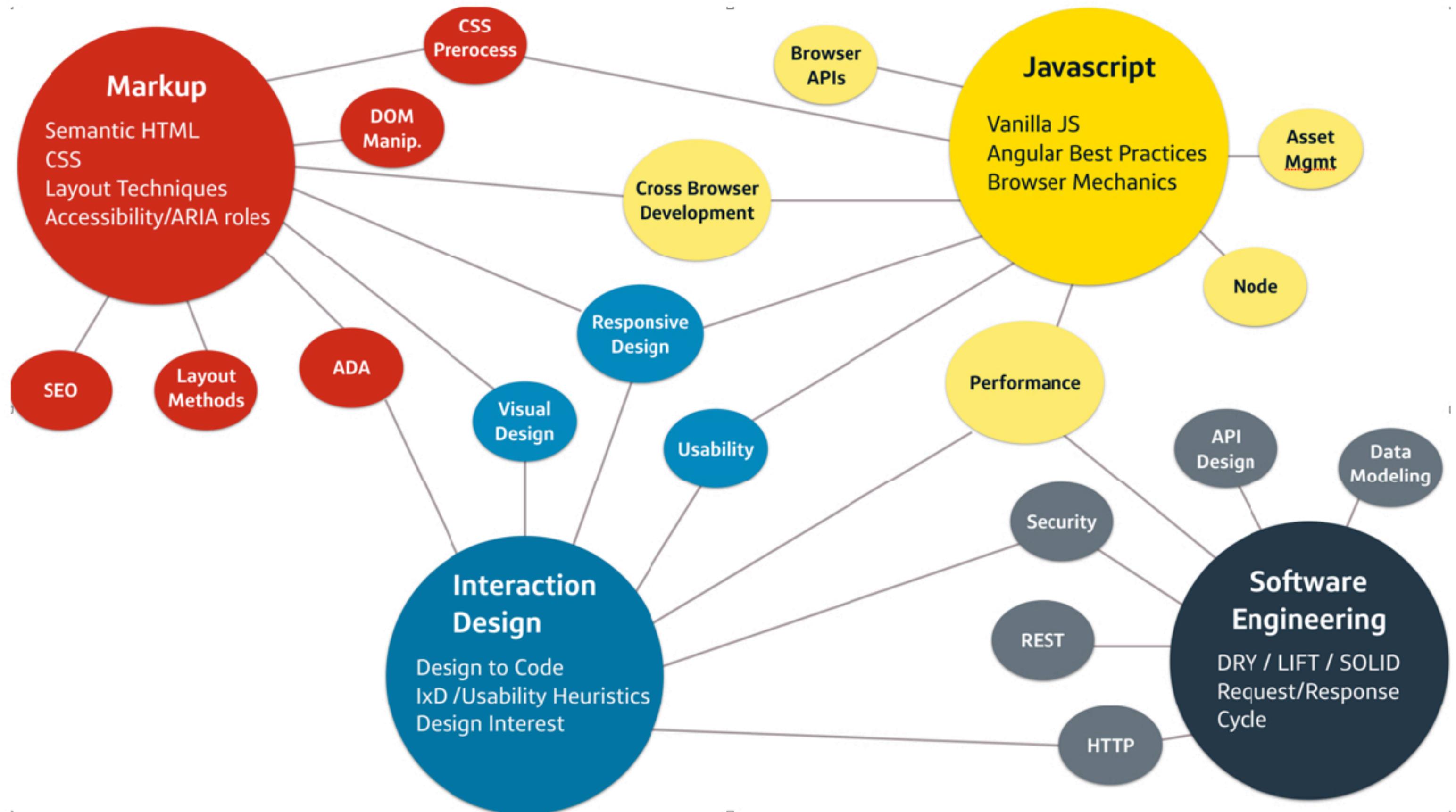
Inconsistent design elements, patterns, and implementation

- Facilitated design co-creation across LOBs
- Delivered Development and Adoption strategy to Design and Tech Sr. Leadership

Result:

Component Library moved to top of house priorities. Approved budget for a cross functional team to design, build, and rollout Design System

FED INTERCONNECTED CAPABILITIES



Challenge:

Production UI's not implemented as designed

- Facilitated conversations across the design and tech orgs defining FED skillset, roles, and responsibilities
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- Wrote documentation for Sr. through Manager Level Front End Developer.

Result:

A formal role and career path approved within the Tech Organization for Front End Developer

Challenge:

Deliver a technical oriented talk at Big Design 2017 about the specs that make up standards based Web Components

- Set context with the history of the web platform
- Identify the state of 4 related specifications and their adoption
- Make logical extrapolations about the future of the Web Platform

Result:

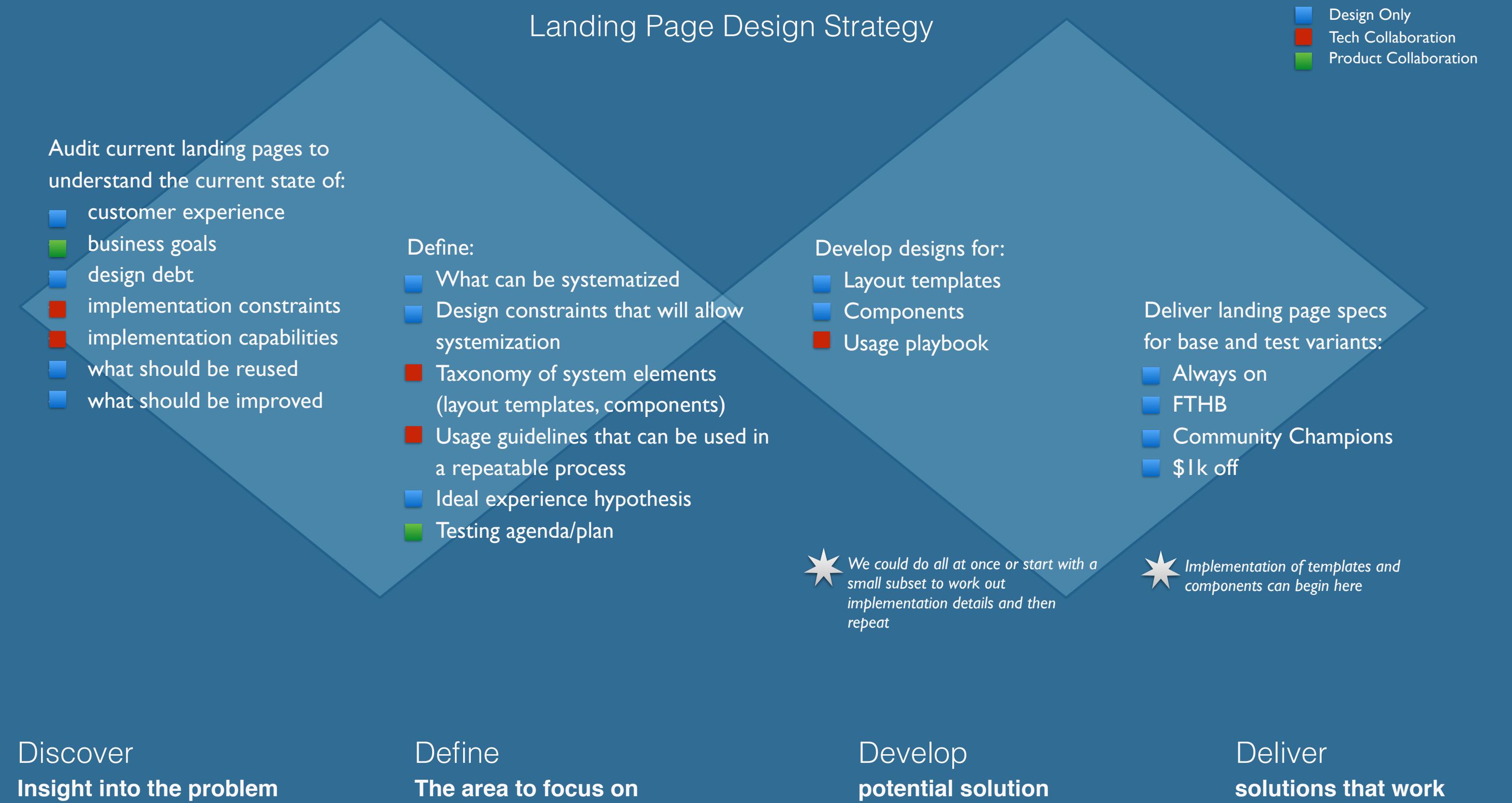
I was invited back to speak at Big Design 2018



Design

“Original ideas are the easy part. Actually producing the idea as a successful product is what is hard.”

- Don Norman



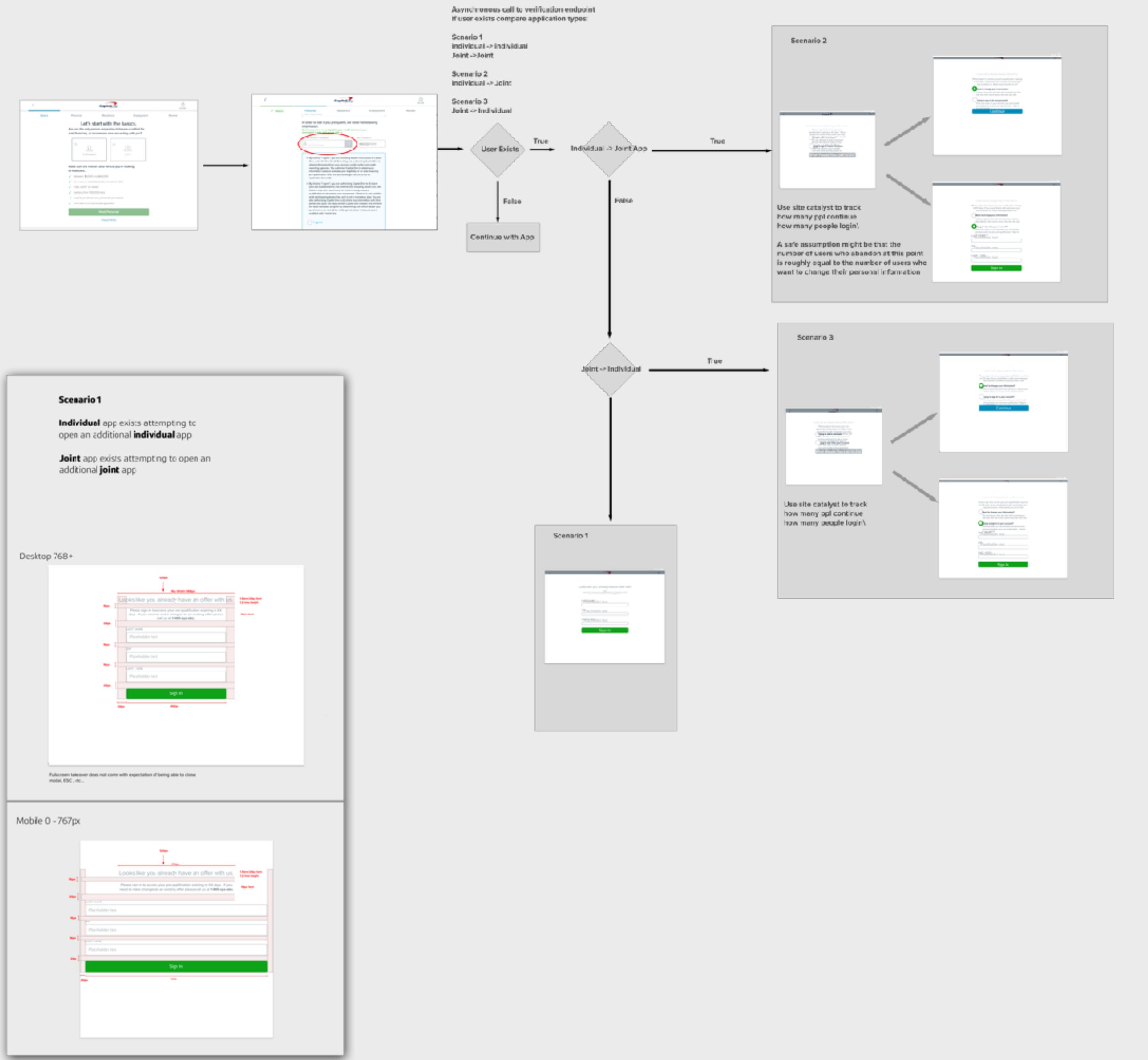
Challenge:

Communicate to product and tech partners the design strategy for systematizing the creation of marketing landing pages

- Lead the design team through planning activities
- Categorize knowns and unknowns
- Lead alignment discussion to propose product roadmap

Result:

Proposal accepted; a tech team assigned and roadmap approved



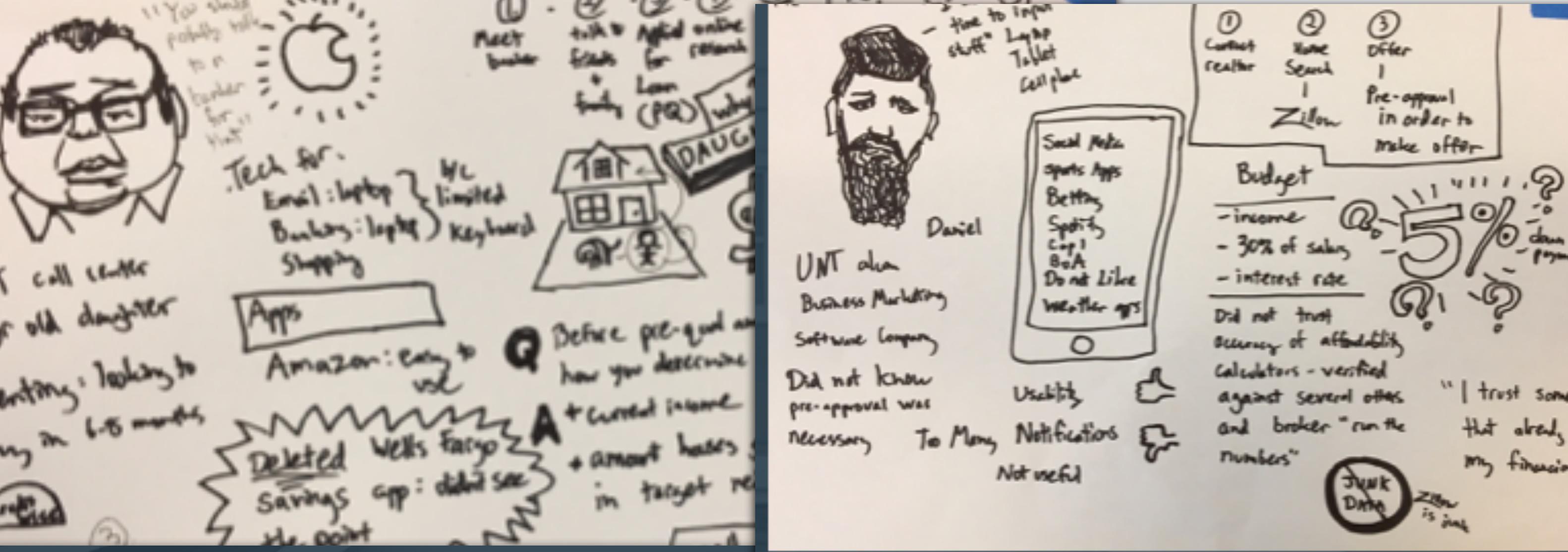
Challenge:

Customers submitting duplicate applications through a code error results in operational overspending

- Design emergency stopgap solution in application process
- Communicate application changes to development team with a UX flow and redlines

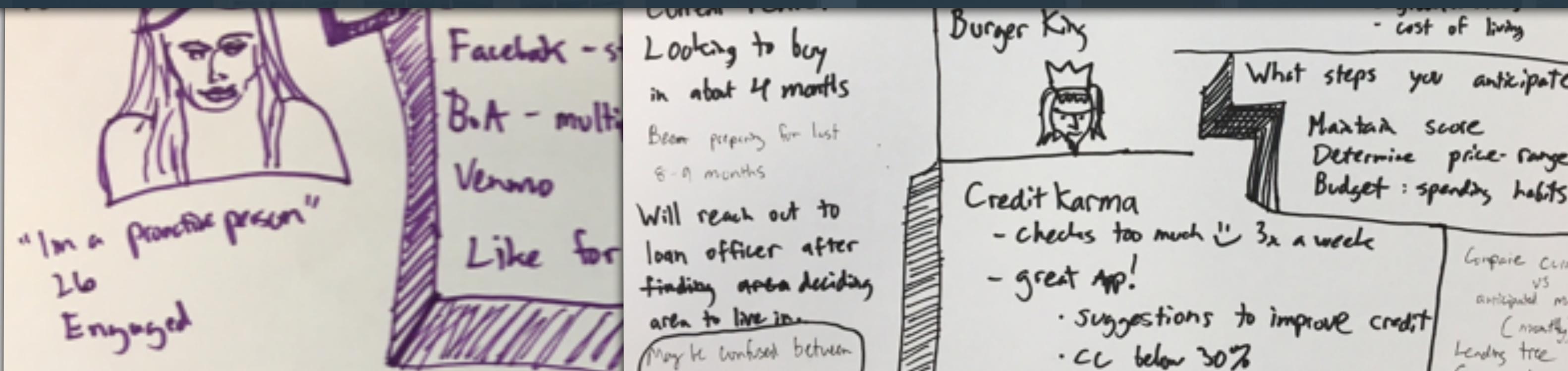
Result:

Stopgap solution in place within less than a week



“

Striving Stacey wants to **buy a home** in the **next 6-12 months** because she **feels ready to put down roots** but **faces some uncertainty** and **uneasiness** about the **true costs of ownership** while **seeking empowerment** to make the right decision.



Challenge:

Help potential Mortgage customers understand and assess their financial readiness to buy a home

- Conduct moderated research studies with 12 participants
- Synthesize key insights into a research plan moving forward

Result:

Clear customer problem statement and research plan that drove product development strategy.



Challenge:

Design Invitation cards for Trinity Fellowship Church's College Advent Series

- Follow established brand identity guidelines
- Collaborate with church staff to get cards printed and delivered on time

Result:

Over 500 Invitation cards printed and distributed



STUDENT MINISTRIES PRESENTS



California
ROAD
TRIP

JULY
18 - 29 \$100 DEPOSIT
\$ 450 with deposit by April 8th
\$ 500 with deposit by July 11th

www.trinitycamps.com

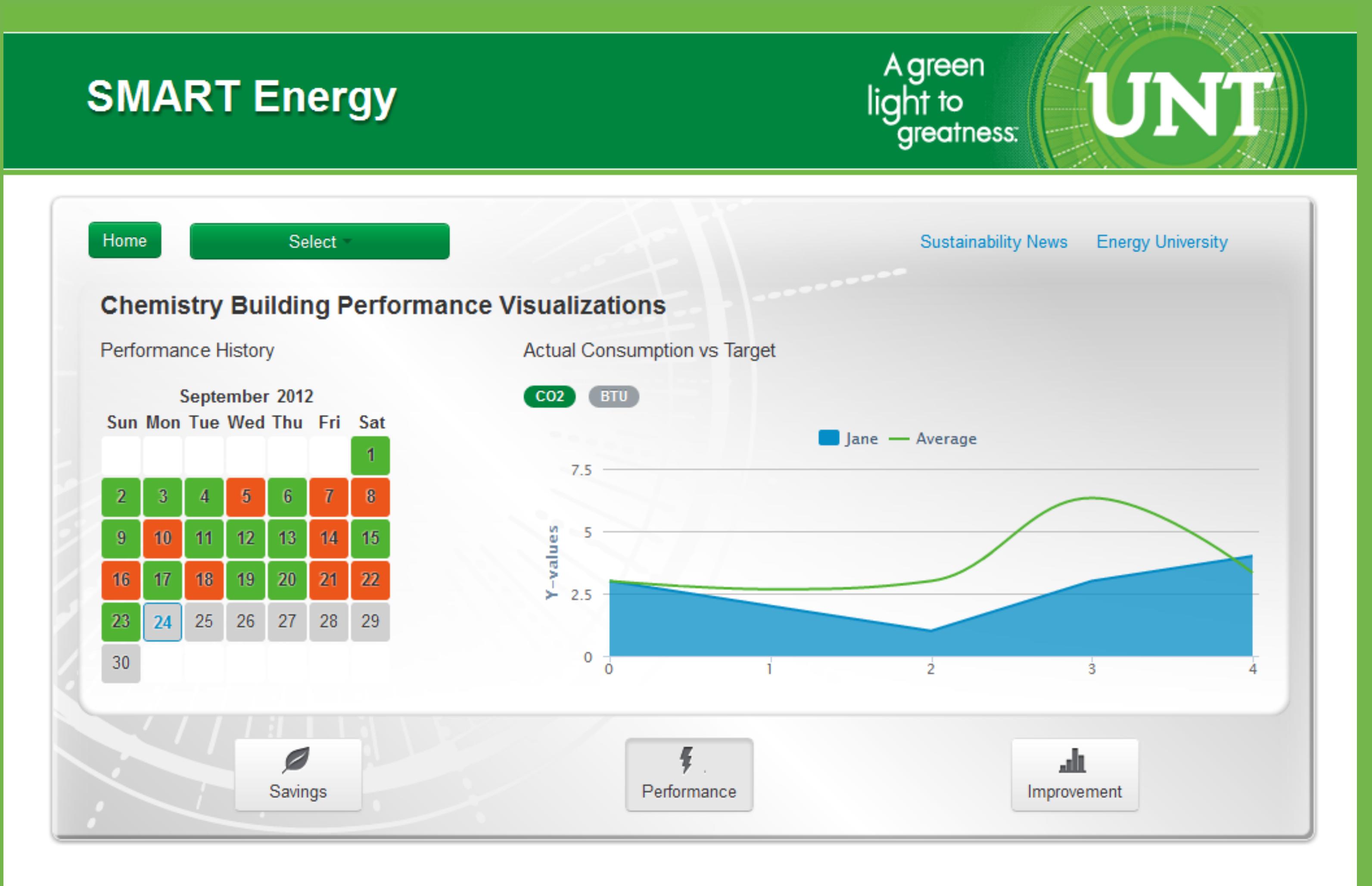
Challenge:

Design posters for Trinity Fellowship Church Student Ministries' series of Summer Road Trips

- Coordinate with Trinity Fellowship Creative Director for delivery

Result:

Over 100 students signed up for summer road trips



Challenge:

Design a web based system for reporting the performance metrics of campus wide energy management system at the University of North Texas

- Lead engineering, sales, and development team through discovery activities
- Pitch the design to UNT Sustainability team
- Design screen templates and data visualizations
- Code the front end

Result:

The creation of a new software platform to replicate the success of this project after UNT moved forward with the contract.

Technology

“...puzzles are a hell of a lot of fun.”

- *Brad Frost*

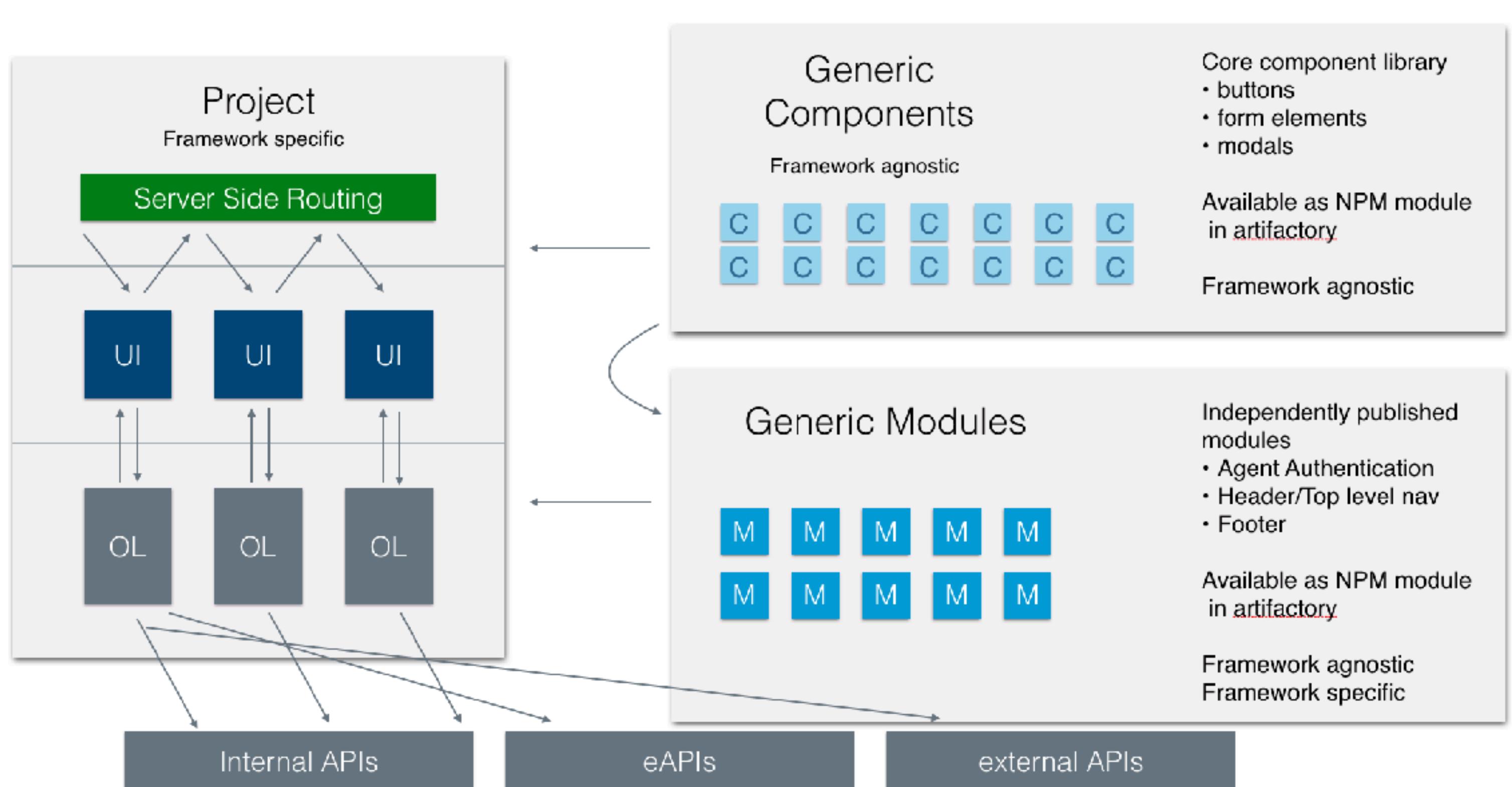
Challenge:

Monolithic code base with multiple teams contributing makes deployment slow and error prone

- Designed a UI architecture that specifies independently hosted presentation layers per functional unit
- Prototyped an example project to demonstrate the concepts

Result:

Micro-frontend Architecture approved by FS Architecture team and adopted across the organization.



Challenge:

Upgrade an aging codebase to new version of Angular without business disruption

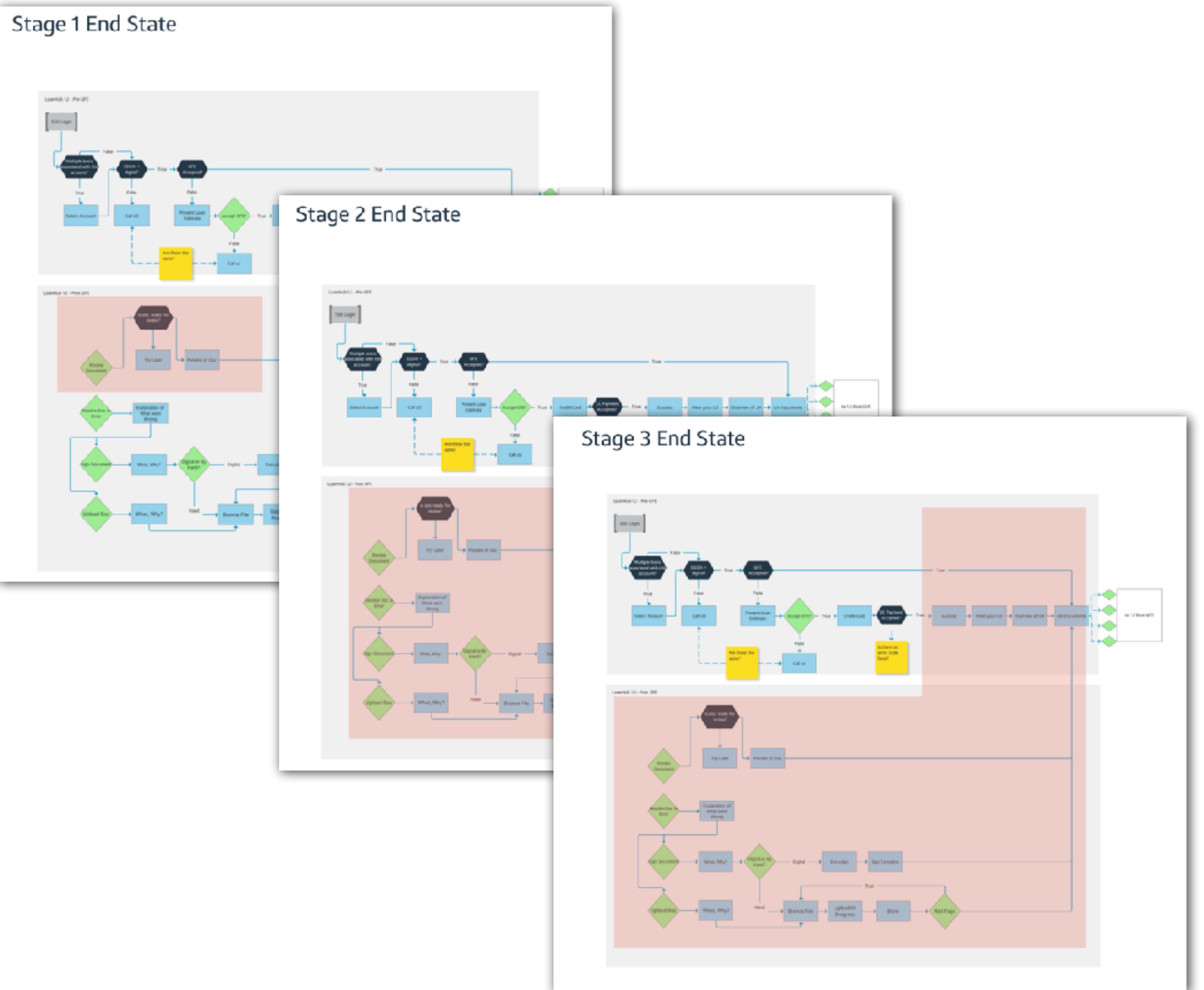
- Define Goals and Methodology

- Define KPIs and Timeline

- Pitch solution to Tech Leadership

Result:

Solution approved; time and resources allocated





CREATE ACCOUNT

ATHLETE PROFILE

SWIM

BIKE

RUN

COACH

CONFIRM

FREE 14-day Complete Test Drive

No credit card. No obligation.

you@example.com

GET STARTED

or

SIGNUP WITH FACEBOOK

Already have a TriDot
account?

[Login here](#)

Challenge:

Create product on-boarding for
TriDot Triathlon Training
Platform

- Design on-boarding experience with CEO and CMO
- Code a stateful on-boarding UI that gathers over 20 biometric and training data points to set up a user profile
- Collaborate with backend developers for API design

Result:

Stand alone on-boarding application deployed to production

The screenshot shows a web application interface for managing market research surveys. On the left, a sidebar menu includes options like Dashboard, Parameters (which is selected), Surveys, Member Services, Translations, and Recruitment. The main area is titled "Parameters" and contains buttons for "Create New Parameter" and "Import STS Parameters". A list of parameters is displayed, showing IDs from 712 to 958. Below this, a "Preview Survey" section is shown with the question: "Which of the following electronic devices or gadgets do you own or use? (Please select all that apply.)". The survey list includes the following items:

- Blu-ray Player
- Camera - Digital - Point & Shoot
- Camera - Digital - Compact
- Camera - Digital - Compact with Interchangeable Lens
- Camera - Digital - SLR
- Camera - Film
- Camera - Video
- Computer - Desktop (Mac OS)
- Computer - Desktop (Windows OS)
- Computer - Notebook / Laptop (Mac OS)
- Computer - Notebook / Laptop (Windows OS)

Challenge:

Create an internal facing administrator panel for creating market research surveys

- Collaborate with backend engineers to create a data model and define API endpoints
- Design and Code the UI of administration panel

Result:

Patented solution for mapping relationships and dependencies between survey parameters

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Please take a few minutes to [complete your profile](#) to maximize your survey opportunities.

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Challenge:

Create a customer facing platform to correctly profile survey respondents

- Build customer facing platform from Scala MVC framework and angularjs
- Internationalize content and branding across 9 countries and 7 languages
- “Gamify” survey taking to increase engagement

Result:

Increase of user engagement from from 55% to 77%-95%, depending on locale.