


# VALARIE MARTIN STUART senior user experience and product designer

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## profile

User experience and interface design expert with extensive experience in design, research, and implementation. I love clean design, typographical hierarchy and logical user flows. I'm passionate about defining problems and developing effective solutions to result in happy users.

## skills and competencies

- Creating wireframes and clickable prototypes for user testing and development.
- Prototyping in the browser using CSS/Sass, HTML, and JavaScript to showcase interactions.
- Undertaking heuristic evaluations to improve product usability.
- Conducting, preparing for, and reporting on user research, including usability testing, focus groups, and surveys.
- Developing personas and user stories to build user application flows.
- Constructing design systems, style guides, pattern libraries, and content guidelines.
- Using effective typography as graphical and hierarchal elements in page layouts.
- Implementing mobile-first responsive design techniques.
- Dedicated to accessibility best practices.
- Familiar with GIT, Rails, React, Angular, Drupal, JavaScript, and jQuery.
- Comfortable working within Agile and Kanban processes.
- Expert in Illustrator and Photoshop, and happy working in Axure, Sketch, Invision, and other UX/UI tools.
- Able to write, edit, and proofread content.
- Experienced managing teams of creative and communication professionals.

## professional experience

### SENIOR UX DESIGNER, AD HOC LLC • REMOTE • OCT 2018 - PRESENT

UX Designer responsible for infrastructure design projects at growing company that provides digital services to government customers and products like healthcare.gov and va.gov.

- Support proposal operations with well-designed graphics, documents, and videos on quick-turn multi-million dollar contract bids, with a win rate of over 50%.
- Design and maintain microsites for company products and projects like playbooks, candidate hiring portals, and employee intranet properties.
- Create and implement processes to meet marketing communications needs, and follow through with implementation of promotional materials from concept to print.

### LEAD UX DESIGNER, TRINTECH • ADDISON, TX • JUN 2016 - OCT 2018

First UX designer to join established financial services software company, tasked with establishing product UX team and practice.

- Lead effort to convert legacy UX/UI with low SUS scores to modern and attractive user interface proven to increase user efficiency and eliminate user frustration.
- Create design system, including pattern library, content guidelines, and accessibility recommendations, to lead new era of user interface for products.
- Build UX team from one individual contributor to team of three UX designers.
- Establish user research program and pool to fill usability sessions within hours of invitation.
- Conduct research activities including focus groups, user testing, and surveys, then report results, including evidence-backed recommendations.

## **VALARIE MARTIN STUART** user interface & experience designer

### **UX/UI DESIGNER, ORGSYNC • DALLAS, TX • OCT 2012 - MAY 2016**

User interface and experience design for university campus engagement web application with over 4,000,000 users and 400 campus clients.

- Interview and test users to gather requirements and determine project direction.
- Build user flows, wireframes, low- and high-fidelity comps for application features.
- Implement designs via HTML, CSS and coding to allow users to create events, forms, rosters, to-do lists, and over 25 other core features of the software.
- Create and edit content for feature announcements and blog posts.
- Present sessions on content and design best practices at annual user conference.

### **UI DESIGNER, ALLPLAYERS • IRVING, TX • AUG 2010 - SEP 2012**

Design and theming for group and league management web application with over 75,000 users and 1,000,000+ monthly page views.

- Manage print and web design team
- Analyze needs and reconcile with data to develop wireframes, comps and layouts to improve user interface of web application and marketing pages.
- Write CSS and HTML to design pages and sections within Drupal CMS.
- Write, edit and proofread print, email and website content.
- Develop and produce brand standards guide.

### **SR. GRAPHIC DESIGNER, LAWYERS ESCROW & TRUST • DALLAS, TX • FEB 2005 - JAN 2010**

In-house designer creating marketing communications for company focusing on escrow and closings for small business transactions.

- Concept, design, produce and maintain company website and print collateral.
- Write and edit corporate communications.

### **FREELANCE ART DIRECTOR, DESIGNER, PRODUCTION ARTIST • DALLAS, TX • through 2005**

Freelance print and web design and production for many of Dallas' top ad agencies, design studios, corporations, and small businesses.

- Clients included Temerlin McClain, TracyLocke, Rapp Collins Worldwide, Eisenberg & Associates, J.C. Penney, Mary Kay, Exhibit Group|Giltspur, Blue Cross & Blue Shield of Texas, Big Feats Entertainment, and more.
- Account experience included Dallas Galleria, DFW Airport, La Madeleine, Nokia, Nortel, Pepsi, Pizza Hut, 7-Eleven, Stanley Korshak, Subaru, Zales and more.

### **ASSOCIATE PROFESSOR, COLLIN COLLEGE • PLANO, TX • SEP 1999 - AUG 2003**

Instructor for college courses in the Applied Graphic Design Technology program, including Electronic Prepress, Digital Imaging I, Digital Publishing II.

### professional development/continuing education

- Coursera Interaction Design Specialization, University of California, San Diego, 2016
- SAFe® 4 Certified Product Owner/Product Manager, 2017
- SAFe® 4 Practitioner, 2017
- Conference presenter (Vista UX Summit 2018, OrgSync Connect 2013-15, OpenCamp 2010)