

Qualifications Summary

Accomplished and performance-oriented professional with demonstrated history of crafting innovative and user-centric digital experiences. Track record of excellence in driving user research and usability testing initiatives, extracting actionable insights to inform design decisions and optimize user flows. Highly proficient in utilizing UX tools and methodologies, including Sketch, Figma, Adobe XD, user journey mapping, wireframing, and prototyping. Expert in engaging with product managers and developers to ensure seamless implementation of design solutions aligned with business goals. Skilled in developing visually appealing and highly functional interfaces. Well versed in leading and directing teams to ensure timely completion of project.

Technical Proficiencies

Axure | Figma | InVision | Omnigraffle | Sketch | Zeppelin | Adobe XD | Adobe CC (Photoshop, Illustrator, InDesign, AfterEffects) | HTML5 | CSS | JS/JQuery | Atlassian/Jira/Confluence | Saas | Personas | Journey Maps | Wireframing | Prototyping | WCAG & ADA Compliance

Areas of Expertise

Project Management | Visual Design | User Experience | Infographics & Data Visualization | Motion Graphics | Team Leadership
Heuristics | User Research/Testing | Branding/Style Guides | Web & Mobile Development | Brand & Product Strategy | Agile Product

Career Experience

Hexaware Technologies, Denver, CO

May 2023 – August 2023

Lead UX/UI Designer

Provided consultation, research and design expertise as a member of the team working on phase one of a high-profile comprehensive medical digital software application redesign. Helped translate client's needs into actionable tasks, leading efforts in user research, stakeholder meetings and streamlined interface revisions defined by user input, industry research and current UX best practices.

Key contributions:

- Identified and resolved issues through user focus groups and compiling input into change tasks
- Simplified necessary portions of the product, resulting in reduced user confusion and higher productivity
- Developed journey maps for greater understanding of click-paths based on multiple user types
- Refined and enhanced navigation and screen real-estate layout through iterative development processes
- Led user and industry research efforts to inform UX/UI design decisions and strategies

Cognizant Softvision, Denver, CO

May 2022 – April 2023

Lead UX/UI Designer

Play pivotal role in development of user interfaces and user experiences for digital products and services. Provide exceptional consultation services for various client projects, encompassing all aspects of the UX/UI within product development lifecycle. Perform tasks related to conducting stakeholder interviews, facilitating discovery workshops, and organizing project kickoffs.

Key contributions:

- Identified and resolved issues through heuristic evaluation and assessment
- Achieved set objectives by strategically planning and managing content
- Improved usability and design by reorganizing website architecture and building wireframes

- Refined and enhanced prototypes through iterative development processes
- Led user and industry research efforts to inform UX/UI design decisions and strategies
- Attained 32% increase in user satisfaction and reduction in processing time from route submission to dispatch by revamping client's proprietary fleet management software

Mphasis, Denver, CO

December 2021 - April 2022

Senior User Experience Architect

Sole resource on client's corporate website redesign.

- Heuristic evaluation and assessment
- Content strategy
- Site re-structure and wireframing
- Ongoing iterative prototype development
- Design system creation

Charter Communications, Denver, CO |.

December 2021 - April 2022

Senior User Experience Architect

Sole resource on client's corporate website redesign.

- Led product lifecycle and development initiatives for Charter services and applications with a focus on Small/Medium Business customers
- Defined cross-functional requirements in developing Charter's products to meet evolving customer needs and business opportunities
- Responsible for ideating, analyzing, and leading development of new software-based features for Charter's WiFi customer
- Translate high-level process goals into specific sub-processes with appropriate documentation, develop communication plan for stakeholders and process participants
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Ideas & Innovations, Denver, CO |.

Ongoing - Contract As-Needed

Senior User Experience Architect

Sole resource on corporate website redesign.

- Heuristic evaluation and assessment
- Content strategy
- Site re-structure and wireframing
- Ongoing iterative prototype development
- Design system creation

Advanced Transaction Solutions, Chicago, IL

Ongoing - Contract As-Needed

Director of UX/UI

Sole UX/UI Designer and strategist for multiple financial self-service kiosk systems

- Requirements gathering & stakeholder kickoff/interviews
- iOS mobile companion app UI strategy
- Screen logic & user optimization plan
- Persona and journey map development
- Visual design and graphic personality creation
- Wireframing & prototype development
- User testing and use-case scenario documentation
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Innovative Discovery (Formerly Integro) Lakewood, CO |.

May 2020 - October 2020

Senior UX/UI Designer

- Leader of experience design project direction for big data proprietary software application
- Requirements gathering
- Stakeholder meetings
- Visual design/graphic personality
- User research
- User testing

Xavient Digital, Lakewood, CO |.

January 2018 - February 2019

Senior UX Designer/Product Owner

- Lead the design vision and drove product direction for a retail self-service kiosk UI.
- Translated & organized visual designs into UI components and digital assets.
- Exceeded client expectations with visual designs that effectively communicated product function and brand identity.
- Executed all kiosk visual design stages from concept to development, personas, journey maps, user flows and wireframes.
- Shortened project timeline by rapidly producing high-fidelity prototypes each iteration
- Revised obsolete testing methodologies & ensured adherence to latest UI trends, techniques, and processes.

Advanced Transaction Solutions, Chicago, IL

March 2011 - Present (as-needed)

Director of UX/UI

Served as experience and production design creative strategist for all client transactional kiosk UX/UI projects. Devised and implemented interactive design solutions grounded in evidence-based solutions in Denver. Offered outstanding UX/UI services to clients such as NetSpend, M3T, City of Chicago, DivDat, Centrella Foods, Paymentech, Duncan Solutions, and Paycenter One.

Key contributions:

- Maintained strict design consistency by formulating and enforcing team cross-reference systems.
- Successfully spearheaded multiple projects simultaneously, covering websites, mobile apps, print advertisements, infographics, and marketing/sales media development.

Quotepro, Chicago, IL

January 2009 - August 2012

Director of UX/UI

- Experience & production design, creative strategist for all client transactional kiosk UX/UI projects. Conceptualized and executed evidence-based interactive design solutions.
- Devised & enforced team cross-reference systems to ensure strict design consistency. Successfully managed multiple projects simultaneously, including websites, mobile apps, print advertisements infographics & marketing/sales media development
- **Clients:** NetSpend, M3T, City of Chicago, DivDat, Centrella Foods, Paymentech, Duncan Solutions, Paycenter One.

Additional Experience

Senior UX/UI & Visual Designer, Pay-Ease, LLC, Chicago, IL

Co-Founder & Creative Director, Aint Rocket Science, Inc, Chicago, IL

Senior UX/UI Designer, Paycenter One, Chicago, IL

Education

The University of Cincinnati Columbia College, Chicago

Honors & Awards

Received 2005 Aster Award for Excellence in Medical Marketing for the W.R. Cameron Wellness Center Website.