

SUMMARY

Leading and collaborating with teams, I thrive on delivering innovative, intelligent, user-focused digital solutions that drive engagement and solve complex business problems. Working through the creative ideation process, I gather business and customer/user insights, define concepts and create simple solutions that effectively improve business operations. My experience has allowed me to identify and implement innovations that help my teams and our clients stay ahead of ever-changing industry standards, trends, and demands. I've led strategy and experience initiatives across multiple industry verticals including health and wellness, engineering, healthcare, academic, aerospace, financial, and non-profit.

EXPERIENCE

LEAD BUSINESS OPERATIONS & EXPERIENCE DESIGN STRATEGIST

09/2015 – CURRENT

Drawbackwards

Leading the entire UX effort on enterprise level clientele; shouldering the responsibility for the entire scope, sprint planning, concept, vision, strategy, creation, presentation and execution of the UX solutions.

- Primarily tasked with creating impeccable documentation and crafting a sound end-user experience which also meets the client's business requirements.
- Lead entire projects from the initial RFP stage through project planning and development of success metrics, to deep-dive discovery and insights, user interviews, analysis documentation, client sprint kick-off and wrap up meetings, clickable wireframes, interaction design, annotations and high-fidelity designs.
- Produced templates from my work for the entire company to adopt and use with a goal of setting standards and consistency in all company branded client facing documentation.

DIRECTOR OF UX & UI DEVELOPMENT

04/2014 – 09/2015

McMurry/TMG

Served alongside the leadership team with the primary goal of leading and shaping a cross-functional group of User Experience Architects and User Interface Developers to create innovative, intelligent, user-focused digital solutions.

- Improved the UX documentation process and presentation method by developing a custom online platform that offered an easier way to keep discovery specifications up-to-date during the entire life cycle of a client's project. This initiative reduced the time required to create client-facing documentation and provided internal teams a central location to check for latest revisions to important project specifications. This online portal provided a professional setting for clients to log in, review and provide quick feedback, which in turn, minimized the time either group had to wait for rework or feedback.
- Developed a UX "Ideation" process that helped clarify projects digital objectives and goals, informed all strategic decisions, outlined necessary requirements, provided rapid iterations and prototypes and mitigated issues that came up during development. The process included the following 5 phases: gathering Insights, outlining project Intentions, presenting clear Instructions, creating an Imprint through user flows, wireframes, sitemaps, etc. and finally wrapping up the process with a high-fidelity Interface design before moving into the agile development process.
- Established excellent communication skills through client-facing presentations as well as companywide process improvement demonstrations.
- Advanced the company's UX capabilities, as well as mentored junior UI Developers, contractors and freelancers with a focus on overall department growth in the areas of professional proficiency and expertise to help our clients achieve their digital and interactive development needs.

- Improved the UX development process by implementing Axure as our standard tool for all interactive prototype work.

MANAGING SENIOR UI DEVELOPER
McMurry/TMG

04/2013 – 04/2014

Lead and managed the quality, efficiency, timeliness and accuracy of all work produced by the User Interface Development team.

- Played an integral part in the implementation of standards and key processes set for the team's success.
- Consistently pushed the department to stay up with trends in the web industry by actively searching for areas to improve upon our productivity and overall quality.
- Encouraged individuals on my team to know what areas they were intentionally working on improving. Each individual needed to continually search for new opportunities within the company where they could grow or extend their talent to improve our business and their career.
- Standardized a common responsive framework for all UI Developers to use on every project which provided the team a basis of clarity and understanding into each project's basic setup, structure and organization.
- Moved the team away from standard CSS3 and instituted Sass as the standard pre-processor for all theme development work. Also, encouraged the use of gulp as a task runner to help speed up development.

UI DESIGNER/DEVELOPER
McMurry

03/2011 – 04/2013

Acted as a hybrid designer/developer to produce all front-end requirements on projects for a wide range of diverse and highly recognizable brands.

- Produced and implemented a cohesive and positive user experience throughout a client's online marketing efforts, including web and mobile presence, touchscreen displays, etc.
- Consistently collaborated within teams of Developers/Designers, Project Managers and PR Account Managers to produce a successful and professional product.

SENIOR WEB DESIGNER/MOTION GRAPHICS DESIGNER
Vemma

08/2008 – 03/2011

Conceptualized and produced creative marketing campaigns across different mediums, including web, video and print to achieve key corporate initiatives.

- Controlled motion projects from initial concept all the way to final completion; including creative concept, storyline and storyboard development, aesthetic design and oversight of entire project.
- Designed and developed the user interface of the Vemma corporate and brand partner websites.
- Proposed and implemented all motion graphics/commercials for the corporate office which incorporated a high level of brainstorming and storyboard techniques. These videos were used on the web and also placed in high traffic areas such as sports arenas including Phoenix Suns, Phoenix Coyotes, and Charlotte Bobcats stadiums.

TECHNICAL SKILLS & TOOLS

USER EXPERIENCE:

Axure
Whiteboarding/Brainstorming
Discovery Workshops
Service Blueprints
Sitemaps

UI DEVELOPMENT:

CSS3
Sass
HTML5
Drupal
Wordpress

DESIGN:

Sketch
Adobe XD
InVision
Adobe CS
Photoshop

User Flows
Use Cases
Clickable Prototyping
S.W.O.T. Analysis
Success Metrics
Wireframes (low & high fidelity)
Functional Specifications
Personas
User Research
User Centered Design
User Interface Design

jQuery
Responsive Techniques
Mobile First Philosophy
Git
iTerm
Gulp
Vagrant
Sublime Text
VS Code

Illustrator
Moodboards
Style Tiles
High Fidelity Comps

VIDEO:

After Effects
Premiere
Storyboarding

PLATFORMS:
Both MAC & PC

EDUCATION

University of Arizona - Tucson, Arizona

05/2006

- Bachelor's Degree in Media Arts, emphasis in New Media and a minor in Business.