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Qualifications Profile

Highly creative and multitalented UX architect of user centered design with a proven record of combining creativity, analytics and usability to solve business problems. Extensive background in UX team management, digital project management, ux design, interaction design, and front-end development. Utilizes design-thinking principals with UX Agile methodologies for custom solutions from inception to completion. Passionate user experience advocate of innovative applications and software solutions; accustomed to performing in deadline-driven environments with exceptional collaborative and interpersonal skills.

Experience

UX COMPETENCIES

- Custom Product UX Design
- UX Agile Methodologies
- Data Visualization Design
- Information Architecture
- Interaction & Visual Design

TOOLS & APPLICATIONS

- Prototype: Invision, Axure, Adobe xD
- Design: Sketch, Adobe xD, Illustrator
- Editing: Adobe Creative Suite
- Management: Abstract, Invision DSM, Azure DevOps, Jira

WEB & TECHNOLOGY

- HTML5, CSS3, jQuery, JS
- CMS – Sitecore, WordPress, Joomla
- Marketing Automation Integration - Eloqua, Silverpop, Marketo
- Google Analytics & Tableau

Employment

SR MANAGER, USER EXPERIENCE

Ingenious Med

05.2019 – PRESENT

Responsible for leading the UX team in executing a vision for products and serving as a user advocate to ensure the highest-level user satisfaction. Work closely with Product Owners, Business Analysts, and Development creating innovative design experiences that provide value to clients. In addition, responsible for applying interaction and visual design principles on our web applications and mobile apps for a positive and cohesive user experience.

- Lead development of custom application features including research, scenarios, wireframes, and testing.
- Designed and implemented the UX Design System utilizing the Invision DSM for all product and development teams.
- Develop prototypes and conduct user feedback sessions with stakeholders to ensure the final solution meets their needs and expectations
- Manage a team of UX designers and a design partner (vendor) including reviewing performance, employee relations, career development, scheduling and expense approvals.
- Develop and manages a sprint plan and UX project scope based on our quarterly planning meetings
- Redesigned and implemented the corporate website and the client facing technical support website.
- Partners with Product Owners to ensure dependencies on design are understood and timelines can be met.
- Analyze web data, competitive analyses, industry trends, and usability studies to develop requirements.
- Research, prototype, test and execute concepts

DIRECTOR, EXPERIENCE DESIGN

HatchWorks Technologies

05.2018 – 05.2019

Managed a UX group of designers, interaction designers and researchers. Charged with improving UX for custom software solutions and mobile applications through quantitative/qualitative data with a focus in predictive analytics.

- Manage a team of user experience consultants to work shoulder-to-shoulder with our technologist in building custom software, products, and solutions.
- Collaborate with clients and HatchWorks teams to design for a wide variety of software applications - B2B and B2C, across all devices.

- Visualize data into interactive charts and data points by rapidly prototyping a concept.
- Work with development teams and project leadership to define and refine scope.
- Develop, produce, and iterate on: personas, wireframes, user flows, information architecture diagrams and prototypes for both web and mobile experiences.
- Conduct ideation sessions to conceptualize a business problem and solve it with a custom solution concept.
- Produce solutions in various levels of fidelity, and iterate on them based on user and client feedback.
- Plan, conduct, and lead client white-boarding sessions, workshops and project meetings.
- Formulate and define requirements for solution design from concept through inception.

SR. DIGITAL PROJECT MANAGER

Arke Systems

01.2018 – 08.2018

Serve as the project lead in delivery and management of the overall scope. Responsible for planning and execution of project activities, working closely with client stakeholders and technical leads from project inception to completion. Manage coordination across onshore, offshore, and client teams.

- Manage the Release/Sprint process utilizing agile/scrum methodologies
- Project planning, kickoff and approvals
- Project delivery and timeline
- Communication between all key members across all programs
- Communicating key topics including budget, scope, schedule, risk register and project closeout

DIGITAL DESIGN MANAGER

Acuity Brands Lighting

12.2016 – 01.2018

In this role, I was responsible for leading the user experience and front-end implementation of the Acuity Brands web experiences. Served as the liaison between the Marketing and Development teams while utilizing UI best practices, UX methodologies, web design, marketing automation and web marketing strategies.

- Manage the strategy and implementation of content curation, lead generation and marketing automation integration within the CMS
- Design UX prototypes, visual interfaces and the interaction of web-based applications
- Assist in developing IA, general architecture and navigation systems for global web sites
- Create and manage project plans, specifications, and applications
- Manage partners, designers and vendors to create high-end functional designs for all digital marketing channels

SR. WEB DESIGN ADVISOR

Dell SecureWorks

05.2014 – 12.2016

Major responsibilities include managing the UX Design and updates of all global Dell SecureWorks' websites through the enterprise content management system (ECM), interfacing performance issues, responsive design, debugging issues that arise, prototyping and wireframing, and assisting with future planning with the web team and third-party vendors.

- Managed to stage one completion an on-time, on-budget full redesign and migration from SDL Alterian to Sitecore 8.2, project impacting all global sites.
- Designed UX prototypes, visual interfaces and interaction of web-based applications.
- Developed IA, general architecture and navigation systems for global web sites.
- Ensures user experience is formulated to achieve the goals of the business' website.

WEB SERVICES MANAGER

Entaire Global Co

02.2013 – 04.2014

- Maintain and develop coded frameworks for high-traffic, industry-leading global websites.
- Manage and build custom websites including modules and widgets with Joomla and WordPress CMS systems.
- Use third-party JS and PHP - to intelligently conceive, design and interact with internal APIs.
- Work cross-functionally with IT and sales departments to deliver e-mail marketing strategy, developing detailed project specifications and providing end-to-end analysis and reporting.

Projects

Ingenious Med Support Website UX Design Lead & Architect
Full user experience design and front-end development lead

ingenious-wp.webflow.io
(demo site)

Dell SecureWorks Website UX Design Lead / Project Manager
Full user experience design and digital branding based on persona integration

www.secureworks.com

Integrated Care Solutions UX Design/Strategy Lead / PM
Website and custom software solution from ideation to inception

integratedcaresolutions.com

Education

B.S. Information Systems – Web Development
Liberty University

05.2015

A.S. Graphic Multimedia Web Design
New England Institute of Technology

03.2010

B.A. Business Administration
American University of Rome

05.2003