|  |
| --- |
| professional profile |
| Experience Design Director SVP, Sr. Manager VP, UX Principle / VP Manager, VP UX Lead/ Manager, Creative Director, Senior Information Architect, Senior Interaction Designer, Senior Experience Designer, Senior User Interface Designer, User Research and User Testing experience and background in front-end development. Enforced ADA Compliance for UX Design endeavors. Managed and lead in various user experience arenas in industries such as banking, retail, telecommunication, medical applications, governmental, automotive, beverage, cable/broadband, hospitality (hotels), and news / communications. Proven track record of executing various fortune 500/1000 company strategic web platform goals. Lead cross-portfolio, multi-disciplinary guild of team members who all contribute to the evolution of the system. Lead in executive presentations and design thinking sessions to help communicate design vision and company goals. Managed and prioritized the backlogs and roadmap of system components and features in relation to user experience deliverables. Established interviewing processes. Interviewed, hired and onboarded UX|UI Designers to build Experience Design teams. Managed and mentored experience design teams (UX|UI Designers and Design Leaders). Established growth paths for team members. Established and organized experience design team work flow processes. Represented as Design Lead (Wealth) for Agile Release Train. Drove decision-making on system standards and exceptions. Created processes to infuse experience design into the development Agile life cycle. Directed and managed design solution teams for mobile apps (iOS and Android) and responsive web (desktop, tablet and mobile). Ensured products produced were ADA compliant. Represent as lead /liaison for the Design System Core Team (Mobile App | Web Responsive). Established and enforce branding guidelines. Peered with Product, Development, Business leadership to evangelize design vision and represent experience design. Partnered with Business Owners, Product Owners/Dev Leads/ Dev Architects to define the scope and timing of implementation. Applications experience: Banking systems, b2b application, Fintech applications, API driven applications, rich media applications (Silverlight), web applications, intranet /extranet sites, ecommerce sites, transactional sites, community sites, news sites, content management sites.  |
| * **Experience Design Director**
* **UX Sr. Manager**
* **UX Principal**
* **UX Lead / UX Manager**
* **Management**
* **Mentoring**
* **Presenter**
* **Thought Leader**
* **Design Thinking**
 | * **Design Systems**
* **Information Architecture**
* **User Interface Design**
* **User Research**
* **Design Thinking**
* **ADA Compliance**
* **Banking**
* **Retail**
* **Healthcare**
 | * **Automotive**
* **State and Government**
* **Communications – Media and Telecommunications**
* **E-Commerce**
* **FinTech**
* **Agile/Safe Agile and Waterfall Methodologies**
* **Responsive Design / API Applications**
* **Social Media and Marketing site design**
* **Content Management Solutions**
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### Work experience

**Truist Bank
*SVP Experience Design Director/Lead*** *– Commercial Reporting,* 303 Peachtree Center Ave, Suite 200 | Atlanta, GA 30303 - (09/19/2022 – present)

INITAL PROJECT FOCUS

* Truist One View (Reporting Tools/Entitlements) – treasury solution that provides corporate, commercial clients access to a variety of their treasury services in one place. Creating reporting tools to support clients.
* Truist One View Teammate View (Reporting Tools/Entitlements) – teammate solution is used to assist companies with various administration tasks.
* Creating work processes to ensure that experience design delivery with our product and development partners are strategic and timely.
* Managing UX and UI delivery team along with supporting assigned resources (Content Strategist, ADA and User Research)

 ***SVP Experience Design Director/Lead*** *– Wealth/Digital Commerce Support,* 303 Peachtree Center Ave, Suite 200 | Atlanta, GA 30303 - (12/2020– 09/19/2022)

MAJOR PROJECTS

* Wealth Truist bank authenticated experience – mobile app | web responsive, truist invest – robo advisor experience (previously brightfolio), truist trade, planning experience, investment portfolio experience, document center | document exchange experience
* Digital Commerce Support – Client onboarding

*“Truist Bank clients will be provided a digital financial platform that will allow them to invest with limited human intervention.”*

* Represented Experience Design as the Core Leader for Wealth Design (Authenticate Experience) on the Core. Leadership team comprised of (UX, Business Owners (SME’s), Product Owners, System Architects, Project Managers) to drive client first and user experience decisions.
* Evangelized experience design vision to executive leadership and conducted design thinking sessions to communicate design goals and represent Wealth Experience Design.
* Enforced brand guidelines for all designs, including vendors supported tools.
* Worked with leadership to establish budgets for funding team role resources.
* Established roles and team structure.
* Established interviewing processes to build teams.
* Worked with vendors to interview candidates to build team.
* Current team managed: UX Manager: 1, UI Manager 1, 2 UX Responsive Web Designers | 2 UX Mobile App Designers | 2 UI Responsive Web Designers | 2 UI Mobile App Designers |1 Content Strategist | 1 User Researcher
* Interviewed, hired and onboarded UX|UI Designers (Managers, Principals, Senior Designers)
* Managed team including Managers, UX|UI Principals, Senior UX Designers/ UX Designers, Senior UI Designers/UI Designers) UX Researcher, Content Strategist.
* Managed all work assigned to UX | UI | UXR | CS team members.
* Created work plans and scoped timelines for Experience Design Team(s) work assignments.
* Organized and established process for UX/UI integration into Safe Agile scrum teams.
* Assigned task and deadlines for UX/UI Team(s).
* Worked with cross functional project leadership to scale and scope Experience Design projects (Mobile App to Responsive Web).
* Peered with Product, Development, Business leadership to evangelize design vision and represent experience design.
* Partnered with Business Owners, Product Owners/Dev Leads/ Dev Architects to define the scope and timing of implementation.
* Established experience design team functional processes in Rally using the Team Board and to assigning of user stories for UX|UI|UX Research| Content Strategist for work. To ensure the experience design work is tracked with our development peers to show the amount of work that is being done by the team.
* Work with Product Owners, Business Analysts to establish UX/UI project needs.
* Facilitated design collaborative working sessions (brain storming/game storming/design thinking)
* Gave oversite to UX/UI design team to ensure creative vision was executed throughout design, production and developmental process from concept to completion.
* Established UX research plans for various project objectives.
* Managed assigned UX Researchers for various project user testing exercises.
* Managed Experience Design reviews and feedback for all team project work.
* Drove client first experience design and enforced digital style guidelines and ADA Compliance guidelines for all projects.
* Lead to ensure newly designed applications were ADA Compliant from internal to external vendor platforms as well as documentation (PDF’s). (Truist Invest, Portfolio Tool, Planning Tools).
* Established cadence for reviews with the UX/UI design team and the UI Development to ensure the UX/UI designs were in aligned with style guides and the code produced was ADA Compliant.
* Organized stakeholder communications to promote ADA Compliance understanding and importance for Truist

Applications.

* Represent Wealth as Lead /liaison for the TruDesign System Core Team (Mobile App | Web Responsive)
* Liaison/lead for design system team to be evangelized the Wealth Scrum teams to promote usage and training from the TruDesign System core team.
* Ensure Wealth Experience Design team stays current with all enterprise branding and Design System updates.
* Leading in establishing the Wealth Tier design pattern for the wealth authenticated experience.
* Established Wealth Experience Design QA process and code review/feedback.
* Review user flows and journey maps to establish full project vision created by team.
* Created some wireframes and wireframe prototypes using Adobe XD.
* Review wireframes and wireframe prototypes created by team.
* Review web style guide documentation guidelines for developmental usage and agency usage when out sourced.
* Managed all experience design layer relationships with external vendor/FinTech (Blend/Black Rock Future Advisor/Yodelee/Refinativ).
* Established framework for Experience design documentation structure and procedures.
* Managed user research testing and plans for project needs.
* Planned and scoped scheduled task for UX Team(s).
* Main point of contact for new team software of team software.
* Presented design concepts, prototype reviews / walk-through to stake holders.
* Organized vendor lead user research readouts.
* Agile Training (Management Track) / Training /DeQue Accessibility Training,

TOOLS
Adobe Creative Cloud, Adobe XD Axure, Sketch, , Microsoft Word, Power Point, Excel, One Note, Share Point, Rally, Skype, Slack ,Mural, Miro, AirTable

DELIVERABLES
Working Sessions Artifacts, Wireframes, Style Guides, Prototypes, Analysis Studies, Journey Maps, Click Paths

**SunTrust Bank –** *UX Senior Manager (EXD),* 303 Peachtree Center Ave, Suite 200 | Atlanta, GA 30303 - (03/2017 – 12/2020)

* ***FVP UX Senior Manager -*** *(Consumer – Private Wealth Management/Planning Value Streams)*
* ***VP UX Principal/UX Manager*** *(Consumer – Planning, New Account Opening, Service and Use (Online Banking), Private Wealth Management (Investment Accounts) Value Streams)*
* ***VP UX Lead - Manager****, (Mortgage Applications, Online Banking, Mobile)*

MAJOR PROJECTS

Private Wealth Investment Digital Investment Parity, Document Center (All Consumer Platforms), Micromoments (All Consumer Platforms), Suntrust Brightfolio Investment - Robo Advisor Application, SunTrust Mortgage Application, Suntrust Mortgage Teammate Dashboard Applications, etc(s)

*“SunTrust clients will be provided a digital financial platform that will allow them to invest with limited human intervention.”*

* Established interviewing and hiring processes for candidates working with resource vendors.
* Hired candidate for various UX roles.
* Team managed: 3 UX Managers | 3 UX Responsive Web | Mobile App | 2 UI Responsive Web | Mobile App |

1 Content Strategist | 1 User Researcher | 1 ADA Specialist

* Helped develop team onboarding processes.
* Managed teams of (3 – 12) UX Managers, UX Designers, UI Designers, Prototype Developers, UX Researchers.
* Evangelized Experience Design across various parts of the organization to build working relationships.
* Worked with cross functional project leadership to scale and scope UX projects (Responsive Web to Mobile App).
* Organized and established process for UX/UI integration into Safe Agile scrum teams.
* Established cadence and work intake processes for UX/UI work flow with Product Managers, Product Owners, BA’s and Development.
* Established UX processes and structure into development Agile (Scaled) process to have UX assigned task placed in Rally and Version One tools.
* Managed T-shirt sizing exercises representing UX with boarder scrum team.
* Managed all work intake from value streams to assigned work to UX/UI team members.
* Work with Development Leads and Product Owners / Business Analysts to establish UX/UI project needs.
* Created work plans and scoped timelines for UX Team(s) work assignments.
* Assigned task and deadlines for UX/UI Team(s).
* Facilitated design collaborative working sessions (brain storming/game storming/design thinking)
* Gave oversite to UX/UI design team to ensure creative vision was executed throughout design, production and developmental process from concept to completion.
* Established UX research plans for various project objectives.
* Managed assigned UX Researchers for various project user testing exercises.
* Managed UX/UI design reviews and feedback for all team project work.
* For the Private Wealth Management /Planning value stream (Investment Digital Parity/ Document Center/Micromoments/Brightfolio Investment project) represent UX as the Core Leader on the Core. Leadership team comprised of (UX, Business Owners (SME’s), Product Owners, System Architects, Project Managers) to drive client first and user experience decisions.
* Drove client first experience design and enforced digital style guidelines and ADA Compliance guidelines for all projects.
* Lead to ensure newly designed applications were ADA Compliant from internal to external vendor platforms as well as documentation (PDF’s). (Brightfolio Investments).
* Establish cadence for reviews with the UX/UI design team and the UI Development to ensure the UX/UI designs were in aligned with style guides and the code produced was ADA Compliant.
* Organized stakeholder communications to promote ADA Compliance understanding and importance for SunTrust Applications.
* Gave oversite to code produced by UI Development Prototype teams to provided UX leadership and guidance on developed prototypes and functional enhancements.
* Organized a work cadence with SunTrust Marketing (Brightfolio Investments project) as main point of contact to collaborate on marketing efforts for the Brightfolio Investments application touch points (Real Time Offers, Marketing Landing Pages, Project Pages, and Copy writing).
* Gave oversite to SunTrust Marketing vendors during Brightfolio Investments Blue Printing exercises.
* Represented UX/UI for copy deck reviews with SunTrust Legal and Compliance.
* Created user flows and journey maps to establish full project vision.
* Created wireframes and wireframe prototypes using Axure.
* Created and maintained web style guide documentation guidelines for developmental usage and agency usage when out sourced.
* Managed UX/UI relationships with external vendor/FinTech (Blend/Black Rock Future Advisor).
* Established framework for UX design documentation structure and procedures.
* Created and stakeholder in UX Style Guide systems creations.
* Established and ran user research testing based on project.
* Planned and scoped scheduled task for UX Team(s).
* Main point of contact for new team software of team software.
* Presented design concepts, prototype reviews / walk-through to stake holders.
* Organized vendor lead user research readouts.
* Training /courses UX Accessibility Training, Version One Targeting Processing Tool, SunTrust Agile Methodology, Georgia Tech Design Thinking

TOOLS
Figma, Mural, Miro, Adobe XD, Axure, Sketch, Adobe Creative Cloud, , Microsoft Word, Power Point, Excel, One Note, Share Point, Rally, Version One, Skype, Slack, Teams,

DELIVERABLES
Org Charts, Budgeting Documentation, Working Sessions Artifacts, Wireframes, Style Guides, Prototypes, Analysis Studies, Journey Maps, Click Paths

**Home Depot. com** *(Online – Digital Experience (DX),* 2600 The Treehouse, 2455 Pace Ferry Road | Atlanta, GA 30339 – (03/2015 – 03/2017)

***Senior User Experience (UX) Architect***

*“Home Depot.com is continuously striving to enhance the customer’s online user experience.”*

* UX Architect for PLP (Product List Page) (01/2016 - Present) and My Account (Lead Architect) (03/2015 – 01/2016) work streams (Agile environment).
* For the 2016 Home Depot.com redesign efforts worked on the Product List Page (PLP) work stream (BaSS) to architect and design new layout and enforce site standards.
* On the PLP work stream paired with a UX Designer/Architect to collaboratively approach the redesign effort of the page.
* For the Product List Page (PLP) page charged with coming up with dynamic templated approaches across platforms (desktop, tablet, mobile) for product display for General Search (Default view), Search (Browse - Banded View) Appliance, Technical, Research, and Minimal with the goal to be displayed based upon search or browse path; with considerations for personalization. Launched the General Search (Default view) the later part of 2016. Currently working on the Search and Appliance template scenarios.
* During the site redesign process, continuously created design layouts (iteratively) and prototypes to conduct moderated and unmoderated user test to capture user feedback to help influence design decisions.
* For the PLP lead in establishing architectural and design standards around breakpoints for adaptive and responsive site structure for the desktop, tablet and mobile experience.
* For the PLP page lead in the efforts for Product Pod display for all templated approaches.
* Architected and designed the default version of PLP Product Pod for grid and list views standards inclusive of establishing product image sizes per breakpoint, fonts sizes per breakpoint, positioning of elements within the pod (product description, product color swatches, product ratings, pricing, product fulfilment messaging and add to cart (CTA)).
* Lead on the initial efforts for creating a fulfilment messaging system to indicated product availability to be displayed in the Product Pod. Conducted in person interviews with users and participated in unmoderated user testing on considerations to influence design decision where both icon treatment/formatting and text treatment were taken into consideration to influence the design. Collaborated with Content Strategist and Product Owners for the vetted-out solutions. This project is continuously in flux base upon new messaging scenarios.
* For the PLP mobile created redesign treatment for filter overlay. For desktop/tablet collaborated with UX Designer on redesign treatment for the redesign of the filters (top of page and on the left rail).
* For the PLP page collaborated with UX Designer on redesign treatment of the redesign product compare bar experience. Lead in the efforts to work with the Development team to ensure implemented properly.
* For the PLP page collaborated with UX Designer on design treatment of the Search Type Ahead Box on the desktop/tablet experience. Lead in the efforts of establishing breakpoint system for display. Lead in the efforts to work with the Development team to ensure implemented properly.
* Continuously collaborate with Business Owners, Product Managers, and Front/Back End Development teams to work through various PLP design scenarios in relation to the PLP experience.
* For moderated and unmoderated user test created prototypes and test question to be presented to the user during the test.
* Currently, leading the efforts for the Appliance Product Pod templated approach.
* For the Appliance, templated approach conducted competitive analysis and both participate and conducted moderated / unmoderated user testing to help influence the design.
* Currently, leading in the initiatives for Search templated approach. Conducted unmoderated user testing on existing PLP page to assess the understanding of the search functionality that displays on the page (Related Search, Visual Navigation, Page Top Department (Categories), Page Top Filters, Left Rail/Filters) to help influence design and user journey considerations.
* Collaborated with Product Owners and Development teams along with senior leadership for high visibility projects that include redesign of My Account (self-service) functionality.
* Lead UX Architect for the beginning efforts for the redesign of the My Account Experience to perform responsively for the desktop, tablet, and mobile platforms.
* Designed solutions that supported the OGSM goals that were reported at top priority to executive leadership; Business teams have met the registration and sign-in goals in 2015 due to the key feature designs that I was part of.
* Competed at a team level hack-a-thon and part of a team (8 members) that won the competition at Home Depot’s Austin Data Center. Was eventually picked for a company-wide hack-a-thon as a result of the good ratings from peers.
* Supported the re-plat forming of My Account code base in the initial stages and designed the flows for multiple devices and resolutions.
* Tasked with various Home Depot.com site enhancements for cross platform uniformity in responsive display and performance.
* Continuously conducting competitor analysis studies to gather data for various enhancements.
* Use tools such as Sketch, Adobe Illustrator, Adobe Photoshop, Adobe In Design to build design standards in relation to redesign efforts.
* Use tools such as Axure, Invision, and Adobe Dreamweaver to produce wireframes and prototypes for new functionality and enhancements to existing functionality.
* Presented various wireframes/prototypes to exemplify concepts and demonstrated click paths of solutions to various levels of stake holders within the company.
* Training - Usability Testing training and Measuring User Experience training - 2016 Nielsen Norman Group UX Conference
* Completed Scaled Agile training and a certified Scaled Agile Framework Agilest (SA)08/20/2015
* Contributed as Lead UX Architect in the processes to both enhance and establish SAFE Agile Methodologies into the My Account Work Stream.
* Completed CSS and Intermediate HTML & CSS (Treehouse.com / General Assemblies)
* **Volunteer Effort:** 2015 Pictionary Challenged – Presented concept, planned and organized the event. Goal was to bring comradery in the organization. Sold raffle tickets and charged teams to play and raised $446.00 to go towards Homer Fund to help a Home Depot employee in need.
* **Home Awards:** Executive Home Award - My Account, Home Award – Pictionary Challenge

TOOLS
Axure, Sketch, InVision, UserTesting.com, RP Pro 7.7, Pivotal Tracker, Jira, Adobe Illustrator CC 2015, Adobe Photoshop CC 2015, Adobe In Design CC 2015, Adobe Dreamweaver CC 2015 , MS Office 2016, Snagit, Slack, Lync

DELIVERABLES Wireframes, Prototypes, Analysis Studies, Visual Standards

**AT&T Mobility** *(Retail User Experience & Innovation),* Alpharetta, Georgia – (09/2011 – 03/2015)
***Lead - Senior Information Architect (IA) / Interaction Designer*** *(Accenture Consultant)*

*“AT&T is continuously striving to enhance their internal and external user experience.”*

* IA – Usability Analyst - Contributed in the development life cycle and delivery process supporting best practices through user experience.
* Enhanced various internal applications (OPUS/OPUS Mobile, PDC, Solution Center, ESK) that support AT&T Retail representatives servicing stores.
* Consult with AT&T Business Management to gather data for various enhancements on application functionality.
* Work alongside Business Analyst, System Analyst, Front / Back End Development teams to ensure the best practice through user experience is implemented through the solutions created.
* Created various wireframes to establish layout of new functionality and enhancements; as well as creating the establishment of flows for clarity to user.
* Presented various wireframes flow concepts to various levels of Business Management within the company.
* Completed Agile Methodologies training and represented the Retail User Experience & Innovation team in the first initiative to promote Agile Methodologies inside the AT&T Corporation.
* Lead IA on the 1st and 2nd Agile projects supported by the AT&T Retail team to develop and transfer the OPUS desktop application into the OPUS Mobile environment (Apple Ipad Tablet).
* Lead IA – Agile/Other Projects – Assisted in managing IA/designers (consultants) in establishing timelines, and oversight of design style standards in relation to various projects.
* Began the processes of creating a Style Guide for OPUS Mobile layout standardization.
* Assisted in creation of iRise flow diagraming session.

TOOLS
MS Visio 2010, MS Expression Blend (minimal), Adobe CS 3 Illustrator, Photoshop CS 3, Acrobat 9, MS Office 2010, SharePoint, iRise

DELIVERABLESWireframes, Site scheme, Style Guide Documentation

**McKesson** - (*EHR Physician Practice Solutions)*, Alpharetta, Georgia – (06/2010 – 04/2011)
***Manager/Lead - User Experience Engineering Designer, EHR***

McKesson is developing a new Electronic Health Record (EHR) Solution to serve health care providers in achieving government ARRA mandated meaningful user requirements.

* Lead - IA User Experience and Usability Analyst/Designer on the Fusion Project new EMR Product using Silverlight technology.
* Lead over User Experience inclusive of the following: usability and information architecture, creative layout (look and feel) design efforts.
* Managed IA/designers (consultants) and established schedules and timelines for all consultants in relation to user experience efforts.
* Created standardization for materials such as wireframes standardizations usage and dissemination for all user experience efforts for all UX consultants.
* Supported the product management team to ensure the solution was designed to support best practice user experience and the user interface contained a set of standards to ensure common feel and implementation across all modules of the solution.
* User experience lead / liaison charged with working closely with the Architecture (UI) Team to ensure proper implementation of user experience and design efforts.
* Worked in collaboration with the development and product teams and managed to UI analyst to achieve the desired best practices for design and user experience.
* For each module worked through the Agile process and project defined deliverables.
* Orchestrated the site design, provide a site scheme, nomenclature standards, wireframe design mock ups and wireframe standardization for the end to end solution
* Created Telrik control source tool standardization to be used throughout the tool, to ensure continuity in web application behavior.
* Created design facing / look and feels for the application.
* Created interaction / animation standards for web application
* Created all supporting design elements for both custom and Telrik control facing in Adobe Illustrator (CS 5)
* Created Icons for specialized locations in tool.
* Created style key for Silverlight controls
* Created style guide documentation for look and feel standardization for the tool.
* Led usability analysis meetings with Product Management and Development teams.
* Worked closely with Business Analyst and produce wireframe documentation.

TOOLS

MS Visio 2007, MS Expression Blend (minimal), Adobe CS 5 Illustrator, Photoshop, Telrik, Acrobat, MS Office 2007, SharePoint, TFS

DELIVERABLESWireframes, Site scheme, Style Guide Documentation, Telrik Control Standardization Documentation, Design Elements (Control Facing)

**Georgia Department of Labor,** Atlanta, Georgia – (10/2008 – 05/2010)
***Lead - Creative/Usability Specialist/Senior Interaction Designer***

* Played an intricate role in introducing usability concepts to the Georgia Department of Labor business models.
* Lead - IA Usability Analyst on The Labor Connection (LEX) Application Project allowing customers (general public) to register for Employment Services over the internet, as well as upgrading the Unemployment Claims experience in local career centers.
* Consulted and contributed in the ideation processes.
* Consulted with GDOL Subject Matter Experts to help clarify business needs.
* Presented concepts to various levels of management within the company.
* Created presentations using Power Point and presented various portions of project to various areas of GDOL departments to evangelize the project.
* Created wireframes, site maps, and business flows for various aspects of the project.
* Designed graphical interfaces (look and feel) using Adobe CS 4 Photoshop and Illustrator and generated graphical elements for html.
* Created html demo using CSS and minimal Java Script for
* Worked closely with Business Analyst (Modelers) and Developers to produce all tools needed to complete task.

TOOLS

Visio 2007(wireframes documentation) Adobe CS4 Photoshop, Illustrator(design), Dreamweaver(html) and Power Point and Adobe Acrobat Professional (Presentations)

DELIVERABLESWireframes, HTML Site Demo

**AutoTrader.com**, Atlanta, Georgia – (03/2008 – 10/2008)

***Senior Interaction Designer***

* IA – Usability Analyst - Contributed in ideation process for new or existing functional enhancements in Dealership website.
* Consulted with vendors on various project to integrate external tools into the AutoTrader.com experience Consumer Dealer Network tool, Dealership Site Tool, Special Offers Tool, and the incorporation of the Pick n Click Media Builder Tools
* Created wire frames integrating vendor tools into the Autotrader.com Dealership Site Tool
* Created enhancements to AutoTrader.com Vehicle Special (Special Offers) Tool
* Contributed in ideation of global navigation of AutoTrader.com Dealership Site Tool
* Created wire frames documentation in Visio 2003, Adobe InDesign, and Adobe Acrobat Professional

TOOLS

Visio 2003, Adobe InDesign, and Adobe Acrobat Professional

DELIVERABLESWireframes

**The Coca Cola Company** (HRIB Interactive “*All About Me Team*”), Atlanta, Georgia – (11/2006 – 03/2008) ***Project Manager/Lead - Information Architect - Usability Analyst/ Senior User Interface Designer***

# The Coca Cola company needed to redesign their content management solution interface.

# I was brought in as SME to consult Coca Cola in ideation process through content management conversion.

* Created wire frames for the integration of interim solutions.
* SAP Portal (All About Me) Redesign - Lead Consultant/ IA – Usability Analyst / Designer - Created style guide and all graphical assets for development team as well as assisted in making development modifications to the Portal.
* @KO/All About Me Launch Pages – Lead Designer – Created layout designs
* @KO/All About Me Banners SAP Portal – Project Manager/ Lead Designer - Worked with external design agency to ensure quality of handed off materials to AAM team for production. Created banners for All About Me Portal environment.
* All About Me Managers Tool Box – Designer / IA – Usability Analyst - Redesigned look and feel of All About Me Managers Toolbox homepage and subpages evaluated and restructured content to enhance user’s navigation.
* Diversity as Business Newsletter – Lead Designer/Developer – Created design layout, developed sever side include template standard for easy maintainability.
*All About Me -* On Boarding Globalization Redesign - Project Managed/Lead Consultant/ IA/Lead Designer/Developer- Coordinated meetings, established timelines, created project plans, created wire frames, designed and developed content.
* Project Management / Lead of various projects. Coordinating meetings with business stake holders, created timelines, project plans and communicated business requirements to team involved.
* IA – Usability Analyst - Contributed in ideation process for new or existing functional enhancements, create wire frames, created usability scenarios.
* Senior Designer – Created page design layout, constructed and formatted PSD templates, graphical enhancement, flash presentations, and created logos.
* Developer – Created new sites, built templates, made modifications to site, and made updates in the site maintenance tool. Designed and developed newsletter templates using server side includes and CSS in page structures.
* Created wire frames, designed and developed in Visio 2002-03, PhotoShop-CS2 -3, Illustrator-CS2 -3, Image Ready-CS –CS3, SnagIt7, Flash MX-04- CS3; development using Dreamweaver MX -04 CS3

TOOLS

Visio 2002-03, PhotoShop-CS2 -3, Illustrator-CS2 -3, Image Ready-CS –CS3, SnagIt7, Flash MX-04- CS3

DELIVERABLES

Wireframes, Design Layout Files, Flash Files, HTML files, Style Guides, Workflow Diagrams, Experience Maps

### professional skills and knowledge assimilated

Prof
WIREFRAMING/PROTOTYPING

Axure, Adobe XD, Sketch, InVision App, Visio, iRise, Adobe Acrobat

DESIGNING /STYLE GUIDE DEVELOPMENT

Adobe XD, Sketch, Adobe CC/CSS, Photoshop, Illustrator, Microsoft Expression Blend (familiar/minimal experience), InDesign, Snagit, Fireworks, Freehand, PageMaker, Image Ready, Quark Express

ANIMATION

Flash, Macromedia Director, Gif Builder, Gif Animator

USER RESEARCH
User Insight, User Zoom, UserTesting.com

DEVELOPMENT TOOLS
Sales Force *(familiar),* Adobe Dreamweaver CC 2015, Silverlight Technology *(familiar /minimal experience)*, Telrik Technology (familiar/minimal experience), Home Site, Page Mill, Claris Homepage, BB Edit, Front Page

COLLABORATION TOOLS

Miro, Mural, Teams,Slack, Skype, Lync

DAY TO DAY OFFICE
MS Office 2000 – present - Word, Power Point, Excel, Outlook, One Note, EverNote, Note Pad

AGILE/WATERFALL METHODOLOGIES/TRAINING

Version One, Rally, Pivotal Tracker, Jira, RP Pro 7, UX Accessibility Training, Agile/Scale Agile Training *(Certified Scaled Agile Framework Agilest),* Design Thinking Training, Usability Testing training and Measuring User Experience training *(Nielsen Norman Group UX Conference)*

CODING (Familiar/minimal experience with the following)CSS**,** Sales Force *(familiar),* Boot Strap*(familiar),* XAML *(familiar/minimal experience),* DHTML, Server Side Includes, JavaScript, (Flash)
Action Scripting.

WEB BASE APPLICATION BUILDING CODING

Sales Force *(familiar),* ASP, Access, Familiar with Cold Fusion, SQL, SAP Portal Tool

HARDWARE/OPERATING SYSTEMS
Proficient in both Mac/PC

EDUCATION

**Beulah Heights University,** Atlanta GA
Masters of Arts Degree, 2012, Major in Religious Studies

 **Savanna College of Art** (Previously Atlanta College of Art), Atlanta, GA Bachelor of Fine Arts Degree, 1995, Major in Computer Graphics/Multimedia

 **Maryland College of Art and Design,** Silver Spring, MDAssociates Degree, 1993, Major in Communication Design

TRAINING

Leadership Essentials (2022)

IDEO Design Strategy Course (2021)
Agile and Safe Agile Methodologies (2017- 2022)

VOLUNTEER

Truist Bank, **Led a Design Thinking Training Session** - Innovation & Entrepreneurship Truist Innovation Challenge in collaboration with Thurgood Marshall College Fund (2021)
**Storyline LLC,** Hosted a *Design Thinking Career Building Session for 15 Teenaged Students* **at the Metropolitian Library
SunTrust Bank**, *Hosted 20 Teenaged Student for Design Think Session (2017)*

 **Ray Of Hope Christian Church** *(Hope Through Health Clinic)*Chair *(2017 - 2019)*
Prayer and Evangelism Team Lead *(2012 - 2019)*

 **Women In Ministry** (2013 – 2019)

Prayer Area Lead
Transportation Lead

**Ray Of Hope Christian Church** *(Missions and Evangelism)*Dominican Republic *(2018)*
Feed My Starving Children (2018)