

FRED POLLNITZ

USER EXPERIENCE ARCHITECT | PRODUCT DESIGNER

Email: pollnitz@gmail.com | Portfolio: uxfol.io/c60c5112 and www.pollnitz.com | www.linkedin.com/in/fredpollnitz | Phone: 253-545-8245

PROFILE

As a Product Designer, UX Architect, and Researcher with over 26 years of experience leading design teams and consulting for top organizations, I specialize in optimizing design operations, enhancing user experiences, and delivering strategic innovations that drive both user satisfaction and business success. My expertise extends to global enterprise products across diverse industries. With a focus on accessibility, usability, and efficient design processes, I have successfully led projects that delivered exceptional user experiences in Finance, Technology, Healthcare, E-commerce, and Government.

EXPERIENCE

Senior UX Architect

Projekt 253 for The Select Group for CDW (Contract), Remote
March, 2024 to October, 2024

As a Senior UX Designer at CDW, the leading B2B computer reseller, I focused on elevating the CDW customer experience for strategically upgrading their Microsoft Windows 11 systems. My role revolves around crafting seamless interactions that drive our clients towards upgrading their devices and systems, while also enhancing support communications.

Joining the Digital Design team, and partnering with the Director of UX, I dive into data-centric back-end research and usability testing to guide my design decisions. From initial concepts to final implementation, I deliver comprehensive end-to-end design experiences. Our UX design project targets different personas, for both desktop and mobile devices, aiming to assist customers with upgrading devices or requesting services for the upgrade process.

Deliverables include process and user flows, low and high-fidelity wireframes, interaction demonstrators, mid-fidelity mockups for design reviews and usability testing, and interactive prototypes for delivery to development.

Primary Software Tools: Figma, Microsoft Teams, Miro, 365, Copilot, Azure DevOps, Colour Contrast Analyzer, UserTesting.com

Principal UX Architect

Projekt 253, Remote
January 2023 – March 2024

As Principal UX Architect, I researched user goals, objective processes, design operations management, and information structures for local clients in the technical recruiting industry. I developed concepts and interactive prototypes for mobile and desktop applications tailored to industry-specific needs.

Primary Software Tools: Figma, Miro, ZeroHeight, Affinity Suite, Adobe After Effects, Colour Contrast Analyzer, WordPress CMS, UserTesting.com

Senior UX Architect

Projekt 253 for Doran Jones, Inc. for TransUnion (Contract), Remote
May 2023 – January 2024

As a Senior UX Architect, I led the development of a comprehensive Design System for TransUnion. My work included creating user interface elements for various web-based applications, such as audience profile builders and data dashboards. I defined the UX process, design operations management, provided design leadership, advised the development team, gathered requirements, and coordinated with client design leadership. I also created UI components in Figma for delivery via Chromatic/Storybook.

I guided the inclusion of components and templates into the TransUnion Content Management System (CMS), and developed Information Architecture for new components and supporting content. Additionally, I established accessibility guidelines and documentation to ensure best practices for designers and developers.

Primary Software Tools: Figma, Jira, Confluence, ZeroHeight, Azure DevOps, Slack, Miro, Keynote, Chromatic, Storybook, WAVE, AXE, Lighthouse, Colour Contrast Analyzer, JAWS, NVDA, VoiceOver, UserZoom

Senior UX Architect

24Seven for Amazon Global Logistics (Contract), Remote; Austin, TX
February 2022 – April 2023

As a Senior UX Architect, I led the design and implementation of a streamlined onboarding, booking, and management system for shipping from factories in China to Amazon fulfillment centers in the US and Europe. My responsibilities included conducting user research, creating user flows, wireframes, and interactive prototypes, for both desktop and mobile devices, and ensuring efficient design processes and team collaboration. I also validated user personas, journey maps, and usability test reports. I worked closely with stakeholders to integrate accessible design principles into the development process.

Primary Software Tools: Figma, Quip, Miro, Keynote, Amazon Content Management, WAVE, AXE, Lighthouse, Colour Contrast Analyzer, VoiceOver, Hotjar

UX Product Design Manager

Apex Systems for Walmart (Contract), Remote
October 2022 – February 2023

In my role as UX Product Design Manager, I spearheaded the development of new digital product features for Walmart's internal business tools, optimizing both responsive web and iOS applications, creating process and user flows, wireframes, mid-fidelity mockups for design reviews and usability testing, and high fidelity prototypes for delivery to development.

My focus was on delivering high-quality design solutions that met user needs and business goals.

Primary Software Tools: Figma, JIRA, Miro, Keynote, UserZoom, UserTesting.com

Senior Experience Consultant

Pierry/Wunderman Thompson for Salesforce (Contract), Remote
March 2022 – July 2022

I managed application design projects for Salesforce clients, including Cisco and Ecolab. This involved creating field service management tools for mobile devices and overhauling the customer experience for contract renewals. I developed and validated User interviews, Ethnographic research, Usability testing. Created Personas, User Journey Map. Conducted and compiled Heuristic Evaluation, Process flows, Information Architecture, Wireflows, Wireframes, Mockups, Prototypes.

Conducted Usability Testing, A/B Testing, as well as Handoff Documentation.

Primary Software Tools: Figma, Adobe Creative Suite CC, InVision, Colour Contrast Analyzer, UserZoom

Design Principal

Wongdoody for AT&T (Contract), Remote
January 2022 – February 2022

As Design Principal, I led a team in analyzing and improving the technical support experience for AT&T customers across multiple digital channels. My role included documenting user journeys, performing heuristic evaluations, and providing actionable insights to enhance the user experience.

Primary Software Tools: Sketch, Figma, Miro, Keynote, Adobe Creative Suite CC, Adobe After Effects, InVision, WordPress CMS, UX Metrics

Lead UX Designer

Ettain for Bank of America (Contract), Remote
September 2021 – March 2022

I served as Lead UX Designer for financial center applications, managing design operations for the project, overseeing the entire UX lifecycle for money movement functionalities on desktop and mobile iOS: SME interviews, heuristic evaluation, gap analysis, Information architecture, heuristic evaluation, creating process and user flows, wireframes, mid-fidelity mockups for design reviews and usability testing, and high fidelity prototypes for delivery to development. Created and conducted Style Guides, Usability Testing, A/B Testing Results, Design System intake, drafted Accessibility guidelines, and created Handoff Documentation.

My role involved collaborating with stakeholders to establish design standards and ensuring compliance with accessibility guidelines, including WCAG and Section 508.

Primary Software Tools: Sketch, Figma, Miro, Adobe Creative Suite CC, Abobe After Effects, InVision, Drupal CMS, WAVE, AXE, Lighthouse, Colour Contrast Analyzer, JAWS, NVDA, VoiceOver, UserZoom

Senior UX Designer

Healthcare IT Leaders for Cerner (Contract), Remote
May 2020 – August 2021

I focused on accessibility and regulatory compliance for Cerner’s design system. My responsibilities included writing VPATs for Section 508 compliance, performing accessibility audits, creating process and user flows, wireframes, prototypes, and accessibility and usability test reports. I also consulted on CMS migrations to platforms like Magento and Sitecore.

Primary Software Tools: Sketch, Figma, Adobe Creative Suite CC, Abobe After Effects, Magento, Sitecore, WAVE, AXE, Lighthouse, Colour Contrast Analyzer, JAWS, NVDA, VoiceOver, UserZoom

Senior UX/UI Producer

Aquent Partners for USAA (Contract), San Antonio, TX
December 2019 – April 2020

Served as the primary point of contact in the CDO (Central Design Office) Bank Storefront team for business partners and stakeholders to define the business and design requirements for complex credit card, checking account, and lending projects in a SAFe (Scaled Agile Framework for Enterprise) framework.

Facilitated the alignment of stakeholders across projects, teams, and functions and guided approvals with cross-functional partners and stakeholders.

Managed design research contributes to the creation of design solutions for desktop and mobile devices, by applying advanced knowledge of human-centered design processes and methodologies.

I oversaw design solutions through appropriate quality and compliance controls and checkpoints and contributed to the development or continuous improvement of design processes, procedures, and standards while updating guidelines to optimize organizational performance in the delivery of business value to members and employees.

I served as a mentor to peer producers and oversaw the efforts of less experienced UX design team members.

Primary Software Tools: Sketch, Figma, Mural, Rally, WAVE, AXE, Lighthouse, Colour Contrast Analyzer

UX Architect and Product Manager

Chemistry Talent, Austin, TX
September 2019 – December 2019

I provided UX architecture, product management, and design operations management services across various client projects. My work involved using tools like Sketch and Figma to deliver high-quality design solutions, such as process and user flows, wireframes, designs for usability testing, and high fidelity prototypes, for responsive desktop and Mobile UI/UX Design, ensuring effective communication with clients and stakeholders.

Primary Software Tools: Sketch, Figma, Adobe Creative Suite CC, Abobe After Effects, InVision, Miro, Keynote, Adobe Analytics, UserTesting.com, WordPress CMS, WAVE, AXE, Lighthouse, Colour Contrast Analyzer

Senior Software Product Manager

Seilevel for Dell Financial Services, Austin, TX
February 2019 – September 2019

I led client engagements and managed a team of Seilevel consultants applying Seilevel's requirements methodology and processes by creating visual models and managing project budgets and timelines to deliver a new revolving credit platform.:

- Managed project budget, timeline, and deliverables
- Performed data analysis, use case analysis, and business process mapping to identify and quantify inefficiencies which can be improved through automation
- Connected functional and technical requirements to business requirements
- Wrote software requirements for Agile projects
- Created and validated visual models to derive comprehensive requirements
- Built relationships with stakeholders to facilitate clear communication

Senior User Experience Architect

Kelly Services for Dun and Bradstreet (Contract), Austin, TX
December 2018 – February 2019

I handled requirements gathering, product design, and user experience research for D&B SaaS applications, including a new business attribute lookup tool and a related search engine. My role involved creating and validating design deliverables, including user personas, wireframes, and accessibility test reports.

Primary Software Tools: Sketch, Figma, Miro, WAVE, AXE, Lighthouse, Colour Contrast Analyzer

Lead User Experience Architect

Precision Global Consulting Group for MutualMobile (Contract), Austin, TX
September 2018 – October 2018

I led a UX design team to create concepts for a state-of-the-art fitness app for iOS and Android. My work included user research and delivering comprehensive design assets such as user flows, application maps, and style guides.

Primary Software Tools: Sketch, Adobe Creative Suite CC, Adobe After Effects, WordPress CMS

Senior User Experience Designer

IDC Technologies, Inc for Dell Corporation (Contract), Round Rock, TX
June 2018 – August 2018

I focused on user research, requirements gathering, and design iterations for Salesforce technology platforms. My role included creating design solutions for desktop and mobile interfaces within an Agile process.

Primary Software Tools: Sketch, Adobe Creative Suite CC, InVision, Salesforce Lightning System, Salesforce Commerce Cloud CMS

User Experience Designer

AIM Consulting for Lululemon Athletica (Contract), Seattle, WA
January 2018 – June 2018

I conducted a comprehensive analysis and redesign of Lululemon's online purchasing process. My responsibilities included detailed heuristic evaluations, A/B testing, and creating user personas, wireframes, and accessibility test reports:

- Detailed analytics (Adobe Analytics) evaluation of the entire e-commerce process and subsequent business strategy recommendations
- A detailed, 80+ point heuristic examination of the checkout process with immediate recommendations for increased performance
- Formulation of A/B and Multivariate tests to identify checkout performance problems
- Planning and execution of User Research studies
- Interpretation of and design solutions based on outside e-commerce case studies
- Detailed design specification for desktop and *Mobile UI/UX Design*
- Mentoring junior designers and e-commerce team members

Analysis and Empirical Design - I identified an online retail revenue shortfall in the mobile channel of \$216 million, which accounted for 26% of total online revenue despite a 42% more visitors in that channel. I carried out heuristic analysis and a comprehensive A-B test regimen for the online purchase process, resulting in online revenues were up 45% for the year.

Primary Software Tools: Sketch, Adobe Creative Suite CC, Adobe After Effects, InVision, Adobe Analytics, UserTesting.com, WAVE, AXE, Lighthouse, Colour Contrast Analyzer, UserZoom

Senior User Experience Designer

Proliance for Liberty Mutual – Safeco (Contract), Seattle, WA

June 2016 – January 2018

Designed solutions for new tools, site features, micro-sites, and graphics based on existing design standards for a new unified insurance platform for desktop and Mobile Design:

- Worked with developers to fine-tune the CSS to match both the existing visual and interaction standards.
- Translated user requirements and complex business problems into highly usable designs in partnership with both internal and external stakeholders.
- Designed enterprise application UI/UX using a well-developed set of visual standards.
- Worked collaboratively and independently, taking the UI/UX standards guide and extending it to cover mobile interfaces.
- Collaborated with business, IT, and Usability to ensure that the designs fit the technical specifications, conformed to brand standards, met business goals, and delivered a best-in-class user experience.
- Planned, tested, and implemented best practices for W3C WCAG and ADA Section 508 accessibility standards, advocating for other related concerns, particularly cognitive, as well as the new Twenty-First Century Communications and Video Accessibility Act standards.

Primary Software Tools: Sketch 3; Adobe Creative Suite CC; Adobe After Effects, Keynote; Axure RP7/8; Invision; HEAP Analytics; Validately; Sitecore CMS.

Senior User Experience Designer

Harvey Nash for Alaska Airlines (Contract), Seatac, WA

January 2015 – June 2016

I played a pivotal role in crafting user experiences (UX) for Alaska Airlines across all digital touchpoints, including websites, dashboards, call centers, loyalty programs, mobile apps, Mobile UI/UX Design and self-service platforms. My responsibilities encompassed interaction design, information architecture, accessibility, usability, and competitive research.

Building a Cohesive UX Team: I fostered a collaborative design culture at Alaska Airlines, integrating designers across all digital channels to work seamlessly towards a common goal. This emphasis on collaboration helped establish a strong and unified UX team.

Key Achievements:

Industry-Leading Accessibility: I spearheaded the implementation of best practices for W3C WCAG 2.0 and ADA Section 508 accessibility standards, making Alaska Airlines the first airline to achieve WCAG 2.0 compliance on schedule.

Comprehensive User Specifications: I developed user specifications, including workflows, process diagrams, wireframes, and high-fidelity mockups, ensuring clear communication of user interactions across all platforms.

Strategic Information Architecture: Through in-depth analysis of user needs and target audience, I planned information architecture, envisioning effective information structures, features, and functionalities.

Agile Champion: I actively embraced Agile methodologies, utilizing tools like Wikis, Mantis, Confluence/Jira, Kanban, and lean design documentation for efficient project management.

Continuous Learning: My dedication to continuous learning ensured I remained at the forefront of UX design by seeking out opportunities to further develop my skillset.

Primary Software Tools: Sketch 3; Adobe Creative Suite CC; Keynote; Axure RP7/8; Invision; HEAP Analytics; Validately; Sitecore CMS.

Senior User Experience Designer

Pop Agency for T-Mobile (Contract), Seattle, WA
August 2014 – December 2014

I led cross-channel design efforts for T-Mobile, creating wireframes and aligning UX across user roles for desktop and Mobile UI/UX Design. My role involved gathering requirements, performing gap analysis, and ensuring a consistent user experience.

Primary Software Tools: Adobe Creative Suite CC, Axure RP 7

Executive Director, User Experience Design

Goldman Sachs, London, UK
March 2013 to July 2014

I drove the interaction design, design operations management, and visual identity of web, desktop, and mobile applications for front-office businesses, including Sales and Trading. I collaborated with business stakeholders, clients, and development teams to define, conceptualize, and validate user experiences for internal and external users. I actively communicated a vision to enhance the user experience of Goldman Sachs applications and established UI standards to ensure consistency across business units.

- Designed UX for data-intensive and transaction-oriented applications, including data visualization dashboards and trading platforms.
- Applied user-centered design processes and methodologies, facilitated Design Sprints, and led other design workshops.
- Advocated for and implemented W3C WCAG 2.0 Accessibility Standards, adhering to US and UK Government accessibility guidelines.
- Leveraged my domain expertise in the financial sector and ensured strong information design.
- Developed interactive applications for responsive web, tablet, and Mobile Design platforms, ensuring high user adoption.
- Managed product definition and project management, and created data visualizations, visual designs, flows, wireframes, interaction designs, and concept animations.

User Experience Architect

Potent Design Ltd., London, UK
October 2011 to March 2013

I led the complete UX lifecycle for various projects across multiple business sectors, including Metro UI interfaces, dashboards, mobile design, and tablet designs, and custom applications. My work spanned desktop, tablet, and mobile platforms, and included kiosks for point-of-sale, industrial information management, and emerging technologies.

Notable projects included:

- Working with clients such as RIM/BlackBerry, Audi, Compare-the-Market, and HM Cabinet Office.
- Leading teams or projects in all instances, from concept through execution.

Senior User Experience Architect

Lab49, London, UK
August 2009 to October 2011

As a Consulting User Experience Architect, I led the UX component of software development projects for leading banks, hedge funds, and exchanges. I managed the full UX lifecycle, including requirements gathering, user research, concept exploration, and final testing. My projects typically followed Agile methodologies and focused on lean processes, favoring sketching over digital wireframing when appropriate.

Key responsibilities included:

- Leading UX design for various asset classes and ensuring the delivery of comprehensive UX solutions for desktop, tablet, and Mobile UI/UX Design.
- Full Product Design UX lifecycle for the creation of single dealer platforms; bonds and equities search, valuation and trading application; and commodities trading space search engine and unified analysis and trading platform.
- Mentoring junior staff and conducting internal workshops on UX methods and techniques.
- Understanding and working with current-generation technology stacks, including Silverlight, Flex, Ajax, and HTML5.
- Handling telephone interviews and hiring recommendations for the UX department.

User Experience Designer and Information Architect

Potent Design Ltd., London, UK
October, 2007 to August, 2009;

Information Architect and User Experience Designer responsible for leading the design and project management for various clients including all aspects of research, strategy, and testing. Deliverables include taxonomies, user personas, site structures, workflows, functional specifications, wireframes, prototypes, templates and finished code and graphic elements. Resulting outcomes include Transactional websites, Marketing and Promotional websites, CMS driven Intranet/Extranet sites, eCommerce and Transaction systems, eLearning and adaptive Education processes, Online Applications, Corporate Communications websites, and online experiences for Mobile devices.

Clients include: Blue Duck Education Ltd. (MangaHigh.com), Phorm, Emap, Diageo, Baileys, Hertz, Shell Oil, Kelloggs, Sony Ericsson, Powerade, the Times, London Business School, RBS, BAA, Unilever, Transport for London, BBC Worldwide, Compass Group UK, Alliance and Leicester, Disney/Pixar, Future Publishing, GCap Media, Nintendo, and Marks & Spencer Plc.

Agencies: Chemistry Digital, Iris Digital, Wolff Olins.

Product Designer

Microsoft Corporation (Contract), Redmond, Washington
April, 2007 to September, 2007;

Responsible for all creative aspects of Microsoft's development of new online and desktop applications for the advertising industry. This included strategic information architecture for websites, workflow analysis and design, graphical mock-ups, rapid prototyping using HTML and CSS, proof of concept design development, early usability and functionality testing, and then the creation of detailed design specifications and human interaction guidelines. This involved working with a diverse team across many disciplines in order to research improved workflows, presenting ongoing iterations of design solutions, and working with the development team to ensure my design was represented in the final product.

User Experience Designer

Filter Talent, LLC. (Contract), Seattle, Washington
June, 2005 to April, 2007

Complete redesign of the Cingular Wireless website based on a concept by Avenue A/Razorfish. Worked with the Cingular Creative Services team on all aspects of the site redesign, including: strategic site Information Architecture, web page design and layout, design of graphic styles and image choices, banner and callout design, preparation and execution of graphics, import and application of content, documentation and preparation of Website Site Style Guide, and delivery for development.

Clients: Cingular Wireless, Browne Communications, Intrepid Learning Solutions

Director of Web and Multimedia Services – IA and UX

Luhrs Marine Group, St. Augustine, Florida
January, 2005 to November, 2005;

Responsible for the design, development and maintenance of the eight websites for the Group of companies. Coordinated with marketing staff in each company and the staff of Corporate Marketing Services to keep the sites current and rich in accurate content. Advised and implemented on all web technology issues. I also directed both graphics support staff and contractors in support of the web sites.

General Manager and UX/IA

Old City Web Services, St. Augustine, Florida
November, 2002 to December, 2004;

Efforts: Complete redesign in both architecture and visual design of North Florida's most visited tourist information portal site. Conducted small group (5-9) focus and usability tests to determine best architecture, navigation and visual cues for increasing click-through to client websites from our portal.

Accomplishments: Increases in traffic to site due to a program of SEO efforts (20+% over first year), Click-through rate exceeded a 60% increase, resulting in a very successful new advertising program on the site that increases revenues for the company 42% that year.

Deliverables: Sitemaps; Page Wireframes; Search function taxonomy.

Head of Design – User Experience, Usability, Information Architecture

Office for National Statistics, London, UK
March, 2001 to June, 2002;

Efforts: Complete redesign of site architecture; ongoing redesign of site navigation for User Centered Design. Development and evaluation of proposed site redesign based on standards for accessibility and usability: World Wide Web Consortium (W3C)'s Web Accessibility Initiative (WAI -1); Cabinet Office Guidelines for government websites; Directgov accessibility and usability standards.

Accomplishments:

- Advised Ministry of Agriculture/Ministry of Defence representatives on Information Design for the purposes of undistorted presentation of statistical information to the Cabinet regarding the Hoof and Mouth Crisis;
- Created successfully compliant redesign plan to be executed by contractor (IBM);
- Universal access to information sets delivered through Adobe PDF format (ONS was at the time the single largest licensee of Acrobat);
- Customer experience path researched for personas based on common citizens;
- Outlined requirements for in depth usability testing at Flow Interactive; and
- Developed guidelines for standards of Information Design based on Tufte.

UX Designer

LIFFE - the London International Options and Futures Exchange, London, England, UK
January, 1999 to March, 2001

Graphic and Interaction Designer and Art Director. Responsible for the design and project management of a myriad of projects including all aspects of print, multi-media, websites and exhibition design.

Design work included:

- Examination and development of the corporate identity
- Creation and development of financial products brand identities
- Development, design and implementation of a strategic advertising campaign
- Re-design of the corporate website and intranet site, including site Information Architecture
- Design implementation of electronic trading assets, User Interface design, and Documentation design.

SKILLS & ABILITIES

With over 26 years in product management, information architecture, usability, accessibility, and UX design, I excel in:

Strategic direction: managing budgets, timelines, and deliverables; conducting data and use case analysis; and overseeing enterprise architecture and user research.

Deliverables: creating KPI models, site structures, user journeys, personas, wireframes, prototypes, UI designs, and interactive animations.

Research & testing: performing quantitative analysis, heuristic evaluations, ethnographic studies, and iterative UCD testing for accessibility and usability.

Project management: leading client pitches, budget estimation, scheduling, and coordinating with product and engineering teams.

Management: overseeing company, department, and team objectives, including budgeting, hiring, and training.

Financial Services - I have led significant projects to improve design operations, streamline feedback processes, and define requirements for new platforms. My experience includes roles such as Lead UX Designer for Bank of America, Senior UX/UI Producer for USAA, and Senior UX Architect for Goldman Sachs and Barclays.

Accessibility and Usability Consulting - With extensive UX expertise, I am well-equipped for Accessibility Analyst positions. I perform accessibility testing with tools like JAWS, NVDA, and WAVE, and have in-depth knowledge of ARIA Markup and ADA standards. I am skilled in creating user-centered designs and effective end-user communication.

Design Operations Management - I oversee design processes from conception to completion, ensuring team efficiency and high-quality output. I facilitate collaboration, optimize workflows, and establish design standards to deliver projects on time and within budget.

Process Improvement - I enhance UX design processes within Agile frameworks to accelerate feedback and approvals. My approach includes using collaborative workshops to minimize delays and applying best practices in HCI and user-centered design.

Requirements Definition - I excel in defining and validating requirements through data analysis and business process mapping. For instance, I developed visual models for a revolving credit platform, achieving project goals within six months.

User Authentication and Security - Enterprise and all financial sector projects typically had a focus on this aspect, including: Login process (MFA, SSO, Biometrics, Token), verification, authentication, role authorization (RBAC), session control, Encryption, CAPTCHA, and legal and regulatory compliance, and other security aspects, while maintaining good usability. Compiled requirements into process diagrams and flows, and mapped to overall user flows. Usability tests scripts are written to validate use success, and tests results are evaluated on the user perceiving the feature being intuitive and without unnecessary process friction.

Analysis and Empirical Design - I identified an online retail revenue shortfall in the mobile channel of \$216 million, which accounted for 26% of total online revenue despite a 42% more visitors in that channel. I carried out heuristic analysis and a comprehensive A-B test regimen for the online purchase process, resulting in online revenues were up 45% for the year.

UX Writing and Content Strategy – Across my career, experience crafting user-centered content and formulating content strategy that drives engagement, improves usability, and achieves business goals. Proven ability to collaborate with cross-functional teams to deliver high-quality content across various digital touchpoints, including Content Strategy, Content Creation, Style Guides & Design Systems documentation, and Accessibility writing.

UX Deliverables - Formative User Research; User interviews, Surveys, Ethnographic research, Usability testing.

Personas, User Journey Maps, Empathy Maps. Heuristic Evaluation, Competitive analysis, Gap analysis, Process flows. Content strategy, Style guides, Design System Use guides, application documentation. Information Architecture, Wireflows, Wireframes, Mockups, Prototypes.

Style Guides. Summative User Research; Usability Testing Reports, A/B Testing Results. Design System intake, Accessibility guidelines, Handoff Documentation, Post-Launch Evaluation.

Facilitate UX Rituals - Daily Stand-ups, Design Critiques, Team Knowledge Sharing, Design Sprints, User Interviews and User Testing Sessions, Concepting and Ideation workshops, Design Thinking and other collaboration workshops, Design Reviews, Design Retrospectives, and Team Building Activities.

SOFTWARE

Up-to-date mastery of almost all major Project Management, UX, Graphics, Illustration, and Publishing applications, including:

- Broadcom Rally (CA Agile Central), Asana, JIRA, Confluence, Trello, Monday.
- Figma, Sketch, Craft, Zeplin, Principle; Adobe Creative Suite: XD, Photoshop, Illustrator, InDesign.
- Microsoft Office, including Project, Excel, Word, Powerpoint, and Outlook; Keynote, Jira, and Confluence.
- Axure RP, Omnigraffle Pro, Invision, MindNode, Miro, Mural, Marvel, Just in Mind
- Google Analytics, HEAP Analytics, Omniture/Adobe Analytics, Validately, User Zoom, UserTesting.com, Morae, and Camtasia.
- Screen Readers: JAWS (Job Access With Speech), NVDA (NonVisual Desktop Access), and VoiceOver (for iOS and macOS)
- Accessibility Evaluation Tools: WAVE, AXE, and Lighthouse
- Accessibility Plugins and Extensions: Web Developer Toolbar or Colour Contrast Analyser, others as needed.
- Fully conversant with HTML and CSS, and have a functional knowledge of the use of JavaScript, AJAX, PHP, and frameworks such as Angular, Vue, and React.

EDUCATION

University of Maryland, College Park, MD, USA

Major in Advertising Design

References, complete Employment History, and Portfolio are available upon request.