

EXPERIENCE

Siemens PLM Software UX/UI Designer

Mar 2019 – Present

- Perform both research and design related to the User Experience
- Identify, study, and analyze user workflows and user intent in order to improve user workflows
- Create design artifacts to facilitate design improvements. Examples include personas, journey maps, and wireframes
- Collaborate with domain experts in engineering disciplines, other usability experts within Company, software engineers and software architects
- Summarize research data, analytics data, and customer request
- Write and maintain technical design documents and new-feature documents.

Adobe Systems UX/UI Designer

Jan 2012 – Sep 2018

- Designed and implement multi-technology, digital strategy engagements from conceptualization to launch
- Guided enterprise level clients to achieve business goals through user centric design strategy to best align with Adobe Experience Cloud solutions
- Led collaborative brainstorming, stakeholder interviews, and user research sessions with both internal and customer teams

Front-end Developer

- Established best practices for leveraging methodologies and frameworks
- Drove communication within the team for positive collaboration. Keep internal & external stakeholders aware of progress and blockers
- Instructed clients on methodologies for Adobe Experience Cloud solutions both through practices and live demos

Sample Clients: AMEX, Barclays, Bank of Montreal, Darden, Department of Defense, Ford, LA County, NBCUniversal, Nissan, Time Warner Cable, Viacom, and Verizon

ACHIEVEMENTS

Designed and developed AEM Mobile sales app and screens experience for Adobe Summit 2016 which helped drive 252 customer interactions (compared to 127 interactions from the previous year) and resulted in over 45 sales leads.

Rejuvenated the UI for LA County's intranet forms taking the project from a "Red/Critical" status to a contract renewal. Promoted to Consultant 3 in 2014.

2014 Adobe Sales Achievement Award.

SKILLS

Design: Art Direction, Atomic Design, Branding, Identity, UI/UX, Wireframes, MockUps.

Development: HTML5, CSS3, Bootstrap, LESS, jQuery, Gulp, GitHub, AEM 6.4, Adobe Target A/B testing, responsive, and prototyping.

EDUCATION

QUINNIPIAC UNIVERSITY
Interactive Media
MS | 2019

BRIARCLIFFE COLLEGE
Graphic Design
BFA | 2004

EXPERIENCE

Context Optional/Efficient Frontier

Jul 2011 – Dec 2012

Web Genius

- Designed and develop Facebook apps including coupons, flash sales, photo contests, and quizzes for enterprise customers
- Developed custom proof of concept applications including a timed “Find the Differences Game” to help push the limits of our Ruby based application builder
- Maintained brand standards on Facebook Pages for enterprise customers

Artistic Stitch, Inc.

Sep 2010 – Jul 2011

Web Designer

- Led the customer journey from wireframes to comps to development
- Coordinated with SEM manager to enhance design and development for optimized search results
- Cultivated brand standards for emerging local businesses

Freelance

May 2007 – Sep 2010

Print & Interactive Media Designer/Front-end Developer

- Introduced social media presence for user feedback, to gain new leads and drive web traffic for Fantastic Graphics, USA
- Cultivated brand identity, developed presentation materials for publishing and media companies, and illustrated characters for children’s book

Artisan Columbia Printing & Graphics

Sep 2005 – May 2007

Graphics Manager

- Designed print media brochures, newsletters, and corporate identity for local businesses.
- Managed prepress department and streamlined prepress workflow.
- Established best practices for graphics department.

✓ CERTIFICATIONS

Persuasive UX: (Creating Credibility, Ethics of Persuasive Design, Harnessing Illogical Reactions, Influencing Behavior Patterns, The Power of Self-Image, The Power of Self-Image)

User Experience Insights with Chris Nodder

Connecting with Executives

Developing Executive Presence