

OBJECTIVE

Seeking a senior level UX/UI design role to provide user-centered strategic concepts and tactical execution of complex user-experiences for digital products and exciting content for mobile, desktop, OTT apps.

EXPERIENCE

Yahoo! Ad Tech Jun 2016 - Present

Senior UX/UI Designer

Reporting: Responsible for the end-to-end redesign of the UI/UX for ONE Reporting, an analytics tool for Internal and external publishers to view activity for ad delivery and video performance. This redesign was to reduce friction and clicks and a tab system that created confusion. This effort involved a 3-member team (PM; Engineer; and myself) and coordination with UX Research to test the experience concepts 4 times from concept to lite visual workflows and final high fidelity comps.

The result was a new UX/UI that flattened the experience a reduced redundant filters and focused on varying audience types such as searchers and browsers for Dimensions and Metrics to create reports. Also designed an innovation system to add nested reports customizable by users.

Responsible for the end-to-end product feature experience for all concept development, adhering to business requirements, for the video enterprise platform for uploading videos, setting RSS feeds, metadata entry, material component creation. Created user workflow designs with wireframes, paper sketches, and user research.

Designer of a self-service creation tool (App Studio) that enabled content publishers to create OTT and Mobile apps such as, Apple TV, Roku, iOS (mobile), Android (Mobile), Android TV, Fire TV, and a responsive web/desktop based video gallery. Worked closely with product managers and over 10 engineers with multiple technical teams. The success of App studio allowed publishers to jump in to App Studio to create over 35 Roku apps without any need for technical assistance. Currently over 200 apps have been created. The publisher FOX Broadcasting Company created apps for Divorce Court, Dish Nation, Laughs, and Top 30. Internal business clients used the tool as well such as, Verizon Media (In the Know) and Autoblog.

Responsible for the end-to-end design of monetization tools for video. This included Video Campaigns, Ad Campaigns, Targeting Rules, Ad Schema, Ad Experience, and Media Plans.

Responsible for the end-to-end design video playlist creation including workflows for static videos, dynamic queries, semantic and trending videos.

Google Jul 2015 - Apr 2016

Senior level UX Designer

Responsible for creating concepts from user research, sketches, wireframes, visual design, and redlines for Google Cloud Platform (GCP) focusing on Deployment Manager, Type Registry, and Support.

Avanade May-Jun 2015

Senior UX Designer

Responsible for creating interview transcribed notes, user scenarios, task diagrams and end-to-end wireframes, and final presentation summary slides for Microsoft internal team site.

Amazon Apr 2012 – Apr 2015

Senior UX Designer - Kindle Content Design

Designed end-to-end customer experiences for the Kindle Book Store for the desktop and devices such as, mobile, E Ink (Paperwhite) and Fire Tablets. Projects ranged from international to domestic. Launched

impactful projects including: Kindle Series Page, Kindle Matchbook and Manage Your Content & Devices, payment check-out for China and India Kindle stores and Samsung Kindle Store (Android). Provided initial concepts and preliminary wireframes for Kindle Scout and Kindle Write On.

Responsibilities included, brainstorming, sketches, conception, wireframes (Illustrator, Photoshop, Indesign, and Axure), design, responsive design, cross-departmental communication, building prototypes (using Axure) for usability testing and development interaction on product builds for launch.

United Online-Classmates Jan 2005 – Dec 2011

Design Director

Promoted from Senior UX Designer to Design Manager then to Design Director

Supervised and built the UX and marketing design team (managed up to 12 designers), innovative strategic and tactical thinker, lead brainstorming sessions and the execution of those ideas.

- Responsible for providing UX and visual art direction, information architecture, wireframing, visual design, online products and communicating cross-platform issues to create better user-experience, Responsible for feedback to copy editors on email, marketing and UX projects. Art direction oversight also included: UX design, social marketing, email marketing, registration, SEO landing pages, checkout, onsite promotions, online advertising, e-commerce and brand consistency.
- Responsible for usability testing effort, strategizing and creating user-flows and functional prototypes.
- Responsible for team designing new checkout experience resulting in transactions increasing by 23%.
- Represented creative department company wide in cross-departmental work, meeting not only user-centric and brand needs, but those of product management, program management (PMO), development (front- and back-end), marketing analysts, usability department, email management, human resources, and executive management.

Microsoft Jan-Dec 2004

MSN Portal & Interactive Media UX Team

UX Designer

Designer for MSN House & Home, Kids, Careers, Latino. Designed and developed a flash interactive promotion for the transition from ESPN to Fox Sports on MSN Sports.

EXPERTISE

Sketch, Invision, JIRA, Flinto, Adobe CS, Axure RP, Visio, designing for HTML, CSS and large database systems and proprietary content management systems.

EDUCATION

Colorado State University

Ft. Collins, CO

Bachelor of Fine Arts with Concentration in Graphic Design