



## OBJECTIVE

Seeking a full-time position as a senior level UX professional.

## PROFILE

- 7+ years of UX design experience working in fast paced deadline oriented environment
- Deep understanding of design thinking principles, such as the triple diamond, and how to apply implement them to create the best outcome oriented solution
- Broad experience working with multiple design mediums in omni-channel marketing efforts.
- Agency experience working on retail projects solo, in a team and as creative manager directing 5+ creatives
- End-to-end strategic UX solutions to creative products; concepting, presentations, and final execution
- Fortune 500 client experience creating next level marketing and UX for global brands
- Multi-faceted professional who is an expert in the latest UX creative trends, processes and software
- A "Visionary" culture index score

## WORK EXPERIENCE

2023–present, Snr UX Designer, FTE  
**Walmart Global Tech**, Hybrid

2021–2023, Snr UX Designer, Contract  
**Amazon**, Remote

2021–Present, UX/UI Instructor, PTE  
**Kansas State University**, Remote  
**Wisconsin-Madison**, Remote

2020–2021, Creative Director, FTE  
**Roadlives.com**, Springdale, AR

2017–2020, Creative Director, FTE  
**Networx, Inc.**, Kansas City, MO

2014–2016, UX Designer III, PTE  
**GHG | greyhealth group**, Kansas City, MO

2011–2017, Managing Art Director, FTE  
**TriStar Event Media**, Overland Park, KS

2005–2011, Art Director, FTE  
**Robstan**, Kansas City, MO

## EDUCATION

Kansas City Art Institute  
B.F.A. Design

## QUALIFICATIONS

- At Walmart, researched and designed e2e experience for Walmart Store and Campus managers to request support pay for their associates. Worked directly with product, engineering, and business partners through iterations informed by research. Product launched in January of 2024.
- At Walmart, performed a detailed research iconography study on the best icons to use in the associate clocking U/I, and successfully got my icons added to the design system used by all Walmart UX designers globally.
- Successfully designed and implemented a bar-raising qualitative survey that polled Amazon's entire UK customer base on topics surrounding privacy and advertising settings. With over 1,500 respondents this work successfully informed technical product managers (TPM) on existing products and was cited in numerous product requirement documents (PRD) that had senior vice-president (SVP) visibility.
- At the senior level of Amazon, consulted on privacy UX, helping to drive improved customer experiences around setting privacy preferences and educational needs of the customer on what each setting accomplished.
- At Amazon, in coordination with Senior TPMs, wrote qualitative and quantitative studies that surveyed Amazon's global customer base. This data informed new and innovative products for the consumer.
- At Amazon, working with TPMs, researched internal business processes and designed the UX to meet new regulatory requirements and improve the customer experience (CX) of internal client software
- At Roadlives.com, responsible for deliverables related to UI/UX for software and eCommerce products. Researched product viability and performed competitor analysis. Communicated project needs and complexities with departmental team leads and directed collaboration to attain project goals. Designed intuitive interfaces for iPhone applications, complex social media interactions which crossed mobile and desktop platforms where UX was paramount.
- Familiar with Agile work method utilizing SCRUMs.
- At all positions, directed and mentored junior UX designers.
  - Reviewed team designs and offered positive feedback for improvements
  - Led team brainstorming and white boarding sessions that quickly resulted in tangible improvements to services and products.
  - Partnered with senior level managers to transition print products to tech products using the latest development methodologies and software.
- Understand the importance of maintaining consistency of brand image and message across all marketing, product and communication avenues.
  - Helped develop a strategy for social media implementation and guidelines for accounts.
  - Creative direction and design of high-profile projects for clients such as American Heart Association, American Diabetes Association, Abilify, Bayer and Tachikara to name a few.
- Upheld the integrity and value of the digital art department by ensuring alignment with company strategic priorities, branding, and message.
  - Served as lead art director for 20 different accounts at TriStar Event Media.
  - Helped to build TriStar's client base to include the American Heart Association, the American Academy of Pediatrics, and the American Academy of Family Physicians.
- Taught UX design at several Universities, including Kansas State and Wisconsin-Madison. Students earned their UX degrees and certifications through my instruction.
- And more! Schedule an interview to learn more about my breadth of experience or to take a deep-dive into any of the above qualifications.

## TECHNICAL SKILLS

Expert knowledge Figma, Adobe XD, Sketch, Axure, etc. Also the entire Adobe CC suite including After Effects, Dreamweaver, Premiere, InDesign, Photoshop, Illustrator; and FinalCut Pro, Microsoft Office, Miro, InVision, Jiro and Asana. Mobile App development, designed several mobile apps in which my UX appears on both Android and Apple marketplaces. All of which can be currently downloaded.



#### PROFESSIONAL REFERENCES

**Justin Powell**

Senior Director, Walmart Global Tech

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**Jessica King**

Principal Product Manager, Walmart Global Tech

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