

M A R C I E B A R N E S

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WORK HISTORY

Feb 2014 - Present - Sr. UX/UI Designer and Product Manager, Independent Consultant - [Sample Clients/Highlights:](#)

PostFi – Senior UX/UI Designer (Financial Startup – Software, Web & Mobile)

Worked with executives and domain experts to create an internal banking application (desktop) as well as a client-facing wallet/crypto app (mobile). Created the brand guide (color, typography, imagery), logo, and style guide (for software components). Supported developers and product managers to build the system in a short timeframe.

Takewalks.com – Senior UX/UI Designer and Analytics/Data Specialist (Travel Company – Software, Web & Mobile)

Worked with this global travel company to create dynamic (easy to use and configure) analytic dashboards for internal use, primarily with google drive data and highcharts..

Feb 2014 - Feb 2019 - Senior UX Designer and Product Specialist, WebAssign (Education/EdTech Sector - Software, acquired by Cengage Learning)

Researched, designed, mocked up, and verified usability of new and existing application features. Owned the Design Style Guide/UI guidelines for programming staff to use on future features and versions. Was actively involved in the entire lean interface development process, from identifying user flows and idea generation to user testing to implementation. I worked closely with programmers to keep tasks on schedule and designed custom icons, images, and animations/transitions for new pages/features for both desktop and mobile (responsive) platforms. I championed the visual design for the entire 2.0 version of WebAssign and owned/approved the visual design (and tech decisions) for all of the UI components, and documented standards for accessibility/regulatory parameters. Project Managed the task queue.

Nov 2010 - Feb 2014 - Sr. UX/UI Designer, Project Manager, Business Analyst, Independent Consultant - [Sample Clients/Highlights:](#)

Herrmann International – UX Designer, Web System Architect & Business Analyst (Education/HR/LMS Sector – Software, Web & Mobile)

Consulted with staff and clients on complicated business requirements, proposed a total redesign (technical and UI/UX) for internal and client-facing systems, authored a 50-page requirements document that detailed security levels, use cases, user personas and flows, scenarios, and overall architecture. Assisted with the hiring of web/mobile development and design agency, evaluated proposals, made suggestions and guided the executive team.

Sphere, Inc. - Founder and Site Architect (Social/Ecommerce Sector – Web/Mobile)

Conceptualized, prototyped, designed, and wireframed the building of a new web/mobile architecture and advertising model. Wrote the business plan and other materials including requirements documentation and wireframes (Visio and Photoshop). Managed programmers, investor pitches, and staff as well as budgets and communications. Designed and created a working prototype and documented all visual design specifications and standards.

Nov 2002 - Nov 2010 - UX Design Specialist / Business Systems Analyst / Online Project Manager, SAS

Business Systems Analyst/ Designer & Project Manager (Legal, HR, Finance, Government, Compliance and Contracts Sectors - Software)

Proposed, wireframed, designed, tested and launched user interfaces (UI/UX) for various web-based applications of a variety of scope and size for many internal applications such as Legal, HR, Finance, Government, Compliance/Risk and Contracts. Supported programmers and stakeholders on research, requirements documentation, implementation, quality testing and maintenance. Managed the entire lifecycle of each project using waterfall and agile methodologies which included bug fixes, user testing and training, implementing software updates, and working with international regulatory and accessibility concerns.

Marketing & Design Specialist (Banking/Finance and Compliance Sectors - Software)

Designed, constructed, and oversaw the internal web pages for Anti-Money Laundering and Credit Scoring / Risk Analysis solutions. Managed marketing and other internal teams on creating collateral for solution launches, communicated and coordinated with other groups to manage launch activities and deadlines. Provided custom image files for the software team and designed print and digital marketing materials.

Apr 2000 - Aug 2002 -Designer, Project Manager & Print/Web Producer, IntelliStation brand, IBM (Ecommerce Sector - Hardware)

Managed www.ibm.com/intellistation by working with ibm.com project managers and developers on technical and marketing content (flash product tours, video, copy, photography, messaging, technical specifications). Tracked tasks with product managers and geography managers in order to ensure successful product launches, produced collateral by acting as creative team leader. Assisted in marketing, messaging, and competitive analyses.

SKILLS

- Extensive experience with user interface and interaction (UI/UX) design standards and best practices including various wireframing and prototyping tools such as Sketch, InVision, Balsamiq, Axure, iRise, and more, have worked with VUI, chat, and custom CMS systems
- Over twenty years of experience with: Adobe Illustrator, Photoshop, Acrobat, Microsoft Office, and more
- A strong knowledge of HTML/CSS and HTML editors, experience with javascript, angular, Material Design (and other design systems) animation, and API integration
- Extensive experience with project management and collaboration tools such as BaseCamp, Trajectory, Pivotal Tracker, SharePoint, Jira, Project, Slack, and more
- Knowledge of best SEO practices and PPC campaigns, Google Analytics/AdWords, and social media marketing experience
- Outstanding written and verbal communication skills; proven experience managing projects, teams, people, and budgets
- Extremely creative both in the traditional sense of the word as well as in my ability to solve complex problems and to organize

EDUCATION

- BA Art / Graphic Design - Meredith College
- Technology and Communication Graduate Certificate - School of Journalism and Mass Communication, UNC-Chapel Hill
- Completed Voice User Interface Design Course, Career Foundry

AFFILIATIONS

- Member, Alpha Gamma Delta Philanthropic Fraternity, Greater Raleigh Alumnae Chapter
- Member, Triangle User Experience Professionals Association