

WORK HISTORY

Feb 2014 - present – WebAssign/Cengage Learning – Senior UX Lead (*Education/EdTech Sector - Software*)

I plan, design, mock up, and verify usability of new and existing application features. I own the Design Style Guide/UI guidelines for programming staff to use on future features and versions. I am actively involved in the entire lean interface development process, from identifying user flows and idea generation to user testing to implementation. I work closely with programmers in order to complete tasks, and design icons and images 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 own/approve the visual design for all of the widgets, icons, and various elements and graphics including complex interactive graphs and icons for data visualization and interactive features..

Nov 2010 - Feb 2014 - Freelance Project Manager, Analyst, Consultant & Designer - [Sample Projects/Highlights](#):

Herrmann International – UI/UX Project Manager & Lead Analyst (*Education/HR/LMS/Linguistics Sector – Software, Desktop, 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 developers who implemented the solution, evaluated proposals, made suggestions to executive team.

Datanet – UI/UX Lead Consultant (*Contracts/Finance Sector – Web-Based Software*)

Performed a site audit for their cloud-based contracts software and suggested new interaction flows, design and navigation changes, and graphical element changes in order to improve user experience. Worked with programmers to implement changes on a legacy CMS platform.

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 MBA-level staff as well as budgets and communications. Helped create a working prototype and documented all visual design specifications and standards.

Nov 2002 - Nov 2010 - SAS - UI/UX Design Specialist & Online Project Manager

Design Specialist & 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 departments such as Legal, HR, Finance, Government, Compliance/Risk, Contracts, and Natural Language Processing. Worked with programmers and stakeholders on requirements documentation, implementation, quality testing & maintenance. Managed the entire lifecycle of each project using waterfall and agile methodologies which included bug fixes, user training, implementing software updates, and working with international regulatory 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 solutions. Managed marketing and other internal teams on creating various types of collateral for solution launches, communicated and coordinated with other groups to ensure various launch activities were being performed on time and within budget.

Apr 2000 - Aug 2002 - IBM - Project Manager & Producer, IntelliStation brand (*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.

Apr 1999 - Apr 2000 - Nortel Networks - Marketing Project Manager (*Telecom Ecommerce Sector – Software*)

Provided vital marketing support during the launch of a high-speed ISP and telephone/telephony services provider. Acted as the liaison to the advertising agency; produced custom advertising pieces for specific markets; oversaw direct mail campaigns; supported call centers with documentation; performed competitive analysis on marketing, pricing, and demographic models; aided in the evolution of external web pages; created documentation.

SKILLS

- 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
- Over twenty years of experience with: Adobe Illustrator, Photoshop, Acrobat and Microsoft Office
- A strong knowledge of HTML/CSS and HTML editors/CMSs such as FrontPage, HomeSite, Dreamweaver and WordPress
- Knowledge of SEO tactics and PPC campaigns, Google Analytics/AdWords, and social media/marketing experience
- Extensive experience with user interface and interaction (UI/UX) design standards and best practices including various wireframing and prototyping tools such as InVision, Sketch, Balsamiq, Axure, iRise, Visio, Omnigraffle and Pencil.
- Knowledge of other applications including project management tools such as Slack, BaseCamp, Trajectory, Pivotal Tracker, SharePoint, Jira, and Project

EDUCATION

- Technology and Communication Graduate Certificate, School of Journalism and Mass Communication, UNC-Chapel Hill, May 2009
- BA Art / Graphic Design, Meredith College, May 1995

AFFILIATIONS

- Current Member, Triangle UXPA
- Current Member, World Voices Organization
- Current Member, Alpha Gamma Delta Philanthropic Fraternity, Greater Raleigh Alumnae Chapter
- Volunteer/Online Moderator/Event Coordinator, Timothy Ferriss team, for his bestselling *4-Hour* book series