|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Melissa Whitfield***  *[Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.*  *Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.]*  **Senior UI/UX Designer**  **web:** [**melissawhitfield.com**](http://www.melissawhitfield.com)  **email: Melissa.whitfield@yahoo.com**  **phone: (919) 395-3441**  When it comes to creating intuitive user interfaces within excellent user experiences I have the skills and the user-centric mindset. I know how to use a variety of software tools and pick up new ones quickly. I am looking for a company that strongly believes in designing web and application experiences that empower the user to accomplish their goals in a positive and successful way.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | SKILLS | |  | TOOLS | | | | **User Experience Design** | **Style guide Authorship** |  | **Figma** | **HTML** | **Agile Team** | | **User Interface Design** | **Design Best Practices** | **Figjam** | **CSS** | **JIRA** | | **Wireframes** | **Standards Champion** | **Adobe XD** | **Javascript** | **Sublime** | | **High Fidelity Prototypes** | **Information Architect** | **Axure RP Pro** | **JQuery** | **Confluence** | | **Storyboards** | **Design Systems** | **InVision** | **Bootstrap** | **Turtle SVN** | | **Use Cases/Stories** | **Content Strategy** | **Mural** | **Angular** | **SharePoint** | | **Personas** | **Accessibility** | **Photoshop** | **W2ui** | **E-Commerce** | | **Journey Maps** | **508 Compliance** | **Adobe CS/CC Suite** | **W3Schools** | **WordPress** | | **Concept Ideation** | **Usability Analysis** |  | **Adobe Illustrator** | **StackOverflow** | **Freewall** | | **Demos/Presentations** | **Usability Testing** |  | **Adobe Premiere** | **GitHub** | **Zoom** | | **Biz/Developer Liaison** | **Project Management** |  | **Sketch** | **Marvel** | **MS Teams** | | **Requirements Analysis** | **Style QA** | **Avocode** | **Materials IO** | **Skype** | | **Agile Team Work** | **Video/Audio Creation** | **Abstract** | **High Charts** | **Cisco Webex** | | **User Testing** | **Technical Training** | **Balsamiq** | **MS Office Suite** | **Visio** | | |
|  |

|  |  |
| --- | --- |
| **HONORS & AWARDS** | * NCCourts.org received a “Best of the Web” award from the Center for Digital Government * Pride Award for Leadership and Design of Company Human Resources Web Site * Thank You Award for a classified web interface prototype that contributed to a major contract win * Team Vision Award for outstanding work in support of the Lockheed Martin Intranet * Lockheed Martin Intranet rated #2 among 500 companies by PC Week Magazine |

**RELEVANT WORK EXPERIENCE**

**Credit Suisse Group AG** Nov 2021 – Feb 2023

*Contractor through Disys. ­ SR UI/UX Designer*

* Designed for an enterprise internal credit management and risk monitoring financial application
* Worked with business analysts to provide quick sketches, wireframes, and low fidelity mockups (Photoshop, Figma and Figjam) to target in on requirements
* Developed User Stories and Journey Maps and worked with users and stakeholders to define Personas
* Created strong, business savvy, intuitive designs that were well received by user groups and management
* Created full working prototypes in different UX tools: Axure, Adobe XD, InVision and Figma (final company standard)
* Conducted User interviews, User testing, and prototype walkthroughs and presentations with user group/stakeholders
* Defined standards for the application's Design System library and adopted existing standards
* Advocated strong design standards: always pushing for standardized design components and clear processes
* Worked with other libraries such as corporate design components, Materials IO, High Charts, AG Graphs, Bootstrap Design components and always researching and searching for leading libraries to take advantage of
* Used past programming and current library knowledge to tailor designs to dev environment to decrease coding effort
* Worked on an agile team with frequent use of Jira, Confluence and other Atlassian products
* Delivered CSS, Figma files inspectable with css code, and other artifacts to Developers
* Supported QA testing activities and provided polish or rework to any designs as needed
* Participated with and supported corporate UX Design community in meetings, forums, Design System development
* Drove initiatives for standardized internal application Design System within Credit Suisse
* Drove initiative for standardized UX applications where UX staff were using Axure, Adobe XD, inVision, and Figma
* Worked with teams to standardize on one tool (Figma was chosen) in order to share and collaborate better

**FDH Infrastructures, INC.** June 2019 – Jan 2021

*Contractor through Robert Half. ­ SR UI/UX Designer*

* Chief designer creating a brand new piece of software from scratch
* Created extensive UI Design and defined workflows for a new industry product using tools such as Adobe XD, Creative Cloud/Suite, Abstract, LucidChart, Jira, MS Office Suite, MS Teams, Confluence and more
* Conducted User Interviews and Studies to understand needs and requirements and help shape the vision for the new windows tablet based product
* Provided valuable usability, accessibility, and business analyst experience by guiding and working with Stakeholders to help define requirements (since there were very few and no written documentation when I started)
* Worked with marketing to look at industry needs and do competitive analysis
* Because of specific user operating environment, conducted much research and real tests around colors and fonts and other human factors considerations in using a product meant for outdoors
* Created an extensive set of mockups (hundreds) and wireframes illustrating the proposed designs and workflows
* Scheduled and conducted regular design review meetings with stakeholders both local and remote
* Created extensive project documentation including a style guide for the application
* Created content and media (video and photographs) for extensive help/tutorial system
* Guided efforts of junior UX associates and developers

**Glaxo Smith-Kline (GSK) – Research Triangle Park, NC** December 2018 – May 2019

*[Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.*

*Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.]*

*Contractor through Alphanumeric Systems, Inc. ­ SR UI/UX Designer*

* Lead effort to assess and reimagine the GSK global Environment, Health and Safety (EHS) internal SharePoint TeamSite to fix usability and user experience issues
* Lead effort to assess Safety Alert workflow and processes and recommend solutions to improve user compliance, reporting, and overall experience
* Lead effort to standardize safety alert terminology used globally across GSK businesses
* Created and conducted surveys and interviews to collect feedback from users on their technology usage, the current system and process
* Collected stakeholder feedback and conduct regular design meetings to review design solutions and tweak
* Created requirements from user feedback and GSK standards
* Analyzed feedback to create phased multi-channel solution to meet users and GSK's needs for EHS website and safety alert system (using my favorite OneNote)
* Created low level sketches of new EHS website
* Used Axure to create wireframes for the new EHS website showing proposed workflow and content organization
* Researched tools and libraries needed to create the safety document repository piece of the website including SharePoint REST Services
* Used Adobe Photoshop and Paint.Net to mock up prototypes of EHS website
* Worked within SharePoint and SharePoint Designer to create new website and repository
* Worked within photoshop to create graphics needed for the site
* Helped redesign an additional top-level Safety home site to be more usable and provide a better experience
* Crafted new process guidelines that better meet user needs and provide better experience and greater chances of user compliance
* Worked with QlikView to design an executive summary dashboard reporting global safety trends within GSK

**Independent Senior UX/UI Web Designer ­ Raleigh, NC**   
*Clients include Julia’s Pantry, Tar Heel Gem & Mineral Club, Pretty Canes,*  August 2017–December 2018

* Redesigned Julia’s Pantry for the new JustSouthern.com retail website working directly with store owners.
* Used Photoshop and sketches to do wireframes and mockups for the new site design.
* Using WordPress to develop site with customized CSS to create the custom theme.
* Volunteered to create the entire new design for the THGM Club website. Following an agile process for the work which includes gathering the requirements from club officers, rapid prototyping, design reviews, edits to prototypes, and final design sign off and handover to developer.
* Creating the PrettyCanes.com site. Includes design and development for the customer. Small e-commerce site.
* Training on Udemy.com in the latest UX Design practices.

**AT&T ­ Durham, NC**   
*Contractor through Apex Systems, Inc. ­ SR UI/UX Designer*  March 2016 ­August 2017

* Using UX/UI talents was able to provide entire UI Design and workflows for a large new internal business application including the creation of over 600 design mockups
* Worked completely from scratch with no available requirements documents to come up with initial design, wireframes and work flows for the application
* Acted as Business Analyst by questioning and interviewing stakeholders regularly to build solid requirements from sometimes vague concepts presented by the product owners
* Created and documented the use cases, workflows, navigation and UI design in over 50 design documents (in many cases the only requirement documents available for the developers to work from. Even backend developers utilized the documents authored by me)
* Created 'Artist Renderings' as required by team leads and product owners to pull in their ideas into a picture they could look at, think about, and discuss in meetings
* Conducted regular design review meetings including initial design prototype meetings with stakeholders
* Created and maintained a 100-page Style Guide for the project that was heavily used by the developers for coding the front end as well as providing the basis for the user manual for the application
* Created a library of style standards using ATT Brand Center, AT&T Digital Design Center, WCAG, 508 and Industry best practices
* Created a component library for the application to be used for mockup creation

*[Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.*

*Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.]*

* Conducted biweekly design meetings to resolve issues and determine future updates to the application (involved a lot of architecture, new use cases, improved work flow with the application, besides UI design)

*[Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.*

*Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.]*

* Created initial Help Guide and the Help Wiki for the application and guided the corporate training team’s efforts in developing initial training and help documentation
* Created multiple videos in Powtoons and Audacity for the application which involved recording sessions for the audio track, writing the script for the videos and learning Powtoons. The delivered videos received outstanding feedback from the AT&T international community
* Created the application’s icon, favicon, logo as well as over 70 different logo and clip art graphics for use on the application, application power point presentations, training materials, etc.
* Created several aesthetically pleasing and sometimes humorous static 'landing pages' for the application to present error conditions to the user
* Often asked by other teams to create logos, videos and clip art graphics for slides and presentations
* Created my business division’s kiosk graphics, video launcher animation, and screen animation for a conference booth for a 2017 AT&T Conference at Dallas headquarters
* Re-worked the UI for another internal AT&T application that had many usability issues and created a new, highly intuitive well received interface
* Learned and created a Zapp with the Capriza desktop to mobile web application tool

**Independent Freelance UX/UI Consultant and Web Designer ­ Raleigh, NC**   
*Customers include Storage Solutions, Tar Heel Gem & Mineral Club, Simple Store Solutions, NC Art Lady* March 2015 ­Feb 2016

* Successfully marketed UX/UI web design services to small businesses, clubs and individuals
* Full requirements analysis through stakeholder interviews, user feedback, competitive analysis and more
* Full presentations, demos and design reviews with stakeholder with responsive changes and iterations
* End-to-end design including brainstorming, research, mind mapping, heuristic evaluations, use cases, personas, white boarding and wireframes using Adobe Creative Suite, Sketch, Omnigraffle and Axure RP Pro.
* Sketching, information architecture, taxonomy, content inventory, typography, navigation, motion, interactions, page patterns and prototyping
* Creation of style guides and quick reference style pages as deliverables
* Research of COTS products and component libraries to provide part or full application solutions for site integration
* Creating desktop-and-mobile-optimized component libraries in full Axure Prototype with multiple variations of each content piece including: Openers, Introduction Videos, Pull Quotes, Video Players, Photos, Photo Galleries, Social Share Widgets, Polls, Light Interactives, Heavy Interactives, Call-to-Actions, Closers, and Footnote Citations.
* Some code deliverables provided using CSS3, HTML5, Javascript and other web technologies.

**American Kennel Club ­ Raleigh, NC***Contractor through Insight Global ­ Front End Website Developer/UI and Usability Consultant* Dec 2014 ­ Mar 2015

* Hired to re­skin existing website ColdFusion applications in new look with tight 6 week timeline to meet major AKC event dates
* Worked with new team and new architecture using LESS, Sublime, Chrome, DOM Inspector and Firebug to create a responsive new desktop and mobile site
* Took the initiative to provide much needed UX/UI design expertise for project. Promoted to UX Designer (they had none)
* Provided style and usability guidance where needed including gathering style requirements and consulting on latest industry standards with leadership and marketing
* Used InVision, Macaw and Photoshop to design style components for web applications incorporating industry style standards and patterns, user feedback, member demographic considerations, and competitive analysis
* Conducted design reviews of components with CIO, Marketing, and stakeholders both on site and remotely using Join.Me
* Converted apps to HTML 5 and created or updated CSS to pull in new style sheets for new look
* Updated and created new JavaScript code as needed to fix visual design issues introduced by the new look
* Corrected apps so they appeared correctly in the new skin which involved editing html, css, and ColdFusion
* Ensured site met major 508 and WCAG standards and was consistent throughout by providing review
* Assigned a ‘swim lane’ in JIRA and positioned on team to provide final Style QA and style cleanup before final release to production
* Some usability analysis and testing using browser tools and website auditing tools
* Contract extended to assist with another project’s front end debugging effort

**Walgreens Corporate Headquarters – Deerfield, IL**

*Contractor ­ Senior Systems Analyst / UI Designer/ Usability Consultant* Oct 2013 – Nov 2014

* Authored several standards and process documents and initiated communications meetings
* Defined site information architecture for internal Wiki and SharePoint sites, design initial storyboards based on audience, goals and objectives with presentation in Keynote. Create pages using HTML 5, JavaScript and CSS.
* Provided 508, WCAG, and additional style guidance
* Project lead and manager for several process improvement projects. Coordinate and lead project plans.
* Support major pharmacy application usability analysis
* Lead efforts to prepare testing and production fix environments for applications
* Initiated process improvement projects, created demonstrations and presentations to upper management and lead proposal meetings. Mentored new team members and interns.

**Independent Contractor UX Developer/Usability Analyst/Instructor - Raleigh, NC**   
*Clients Include: SAS Institute, Blue Cross and Blue Shield* Jan 2007 – Oct 2013

* Website and application Interface Design and Usability, Style analysis, Industry Standards, 508 and WCAG guidance and compliance
* Consulting on major Financial Software Release for SAS Institute (3 week contract was extended to 8 mths)
* Provided leadership in customer needs analysis and research for interface design options
* Designed application interfaces based on needs analysis and requirement documents. Documented designs as necessary for hand off to development teams
* Performed high-level project presentations and demonstrations to current and potential clients.
* Created wireframes and mock ups as necessary to prototype application interface for customers
* Provided leadership and expertise in usability and human computer interaction
* Coordinated with various managers, business owners, and stakeholders to meet change requests and implement new functionality and site pages
* Provided validation of website for accessibility and usability issues
* Provided training and assistance to new web development team
* Cleaned up process documentation and created new web team processes
* Provided technical support to non­technical management and staff

*[Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.*

*Type the sidebar content. A sidebar is a standalone supplement to the main document. It is often aligned on the left or right of the page, or located at the top or bottom. Use the Drawing Tools tab to change the formatting of the sidebar text box.]*

* Contracted with NC State Computer Training as Instructor

**NC Administrative Office of the Courts – Tech Services Div. – Raleigh, NC**  Mar 2001 – Jan 2007

*Webmaster / Web Team Manager / Instructor ­ NCCourts.org – Public Website Team/Training Team*

* Responsible for leading efforts of web development team’s day to day operations of the North Carolina Judicial System’s official website NCCourts.org
* Promoted from Applications Developer within 9 months of joining department and assigned with establishing web team, policies, procedures and standards
* Tasked with cleaning up old legacy information website and managing large volume of backlogged requests
* Participated in maintenance and coding on site both in legacy Microsoft ASP site and in newer Application site in Java/JSP
* Managed all new requests and maintenance requests (high daily volume) coming into team from various sources
* Developed a request tracking tool to be able to track assignments and provide instant status to managers
* Provided Web Design, Usability, and Graphics Design expertise
* Provided compliance and guidance for 508 Accessibility guidelines and the WCAG
* Created and maintained first Style Guide to govern Web Site and Web Application design
* Created common Cascading Style Sheet and common templates
* Taught beginning HTML class
* Initiated several new projects including Court system Intranet and Content Management
* Performed project management duties including interviewing and hiring staff, maintaining budgets, maintain equipment and software inventories, reviews and coaching of current team
* Acted as Internet Point of Contact for all managers within the team. Worked with other teams to narrow down site or update requirements. Worked with ‘customers’ to make sure site met all needs.
* Coordinated regular Web Steering Committee meetings with Agency directors
* Created and Maintained Site Graphics and Graphic Library

|  |  |
| --- | --- |
| **EDUCATION** | **North Carolina State University** Bachelors of Science in Engineering – Computer Science  Minor in English – Creative Writing Discipline  NC State Web Master Certification |
| **SECURITY**  **CLEARANCES** | Have had DOD clearances in the past. No current clearances but have security paperwork readily available for quick reactivation as necessary. |
| **REFERENCES** | List of personal and business references available upon request. |
| **PORTFOLIO** | Please check out <http://www.melissawhitfield.com> for my portfolio and more information about myself and my work. |