

EXPERIENCE ARCHITECT □ UX/UI DESIGN

MARKETING STRATEGY □ GRAPHIC DESIGN □ USER EXPERIENCE □ DIGITAL STRATEGY

- Currently seeking a User Experience Architect role. Experienced creative and UX designer with years of success in managing multiple projects for high-end clients.

CORE COMPETENCIES

- ✓ Adobe Creative Suite (Photoshop, Illustrator, Flash, InDesign, Dreamweaver, After Effects, Audition, Premiere)
- ✓ Corel Painter, Autodesk 3ds max, Maya, Z-Brush, XSI Softimage, Magpie Pro, Toonboom, HTML, CSS
- ✓ Microsoft Office (Word, Excel, PowerPoint) in Windows and Mac OS
- ✓ Social networking (Facebook, Twitter, Blogspot, Flickr, LinkedIn)
- ✓ Axure, OmniGraffle, Invision, Sketch

EDUCATION

MBA in Digital Media Management – St. Edward's University, Austin, TX – May 2015

BFA in Media Arts and Animation – Art Institute of Dallas, Dallas, TX – June 2010

PROFESSIONAL EXPERIENCE

MoneyGram International Inc.

Frisco, TX – April 2017 – Present

Senior UX Designer

- Create UX flows/style guides/wireframes/user personas/UI assets for products
- Define interaction design with developers
- Work with development team to ensure product delivery
 - Guide/answer questions on user flows and API calls
 - Define interaction and functionality for components
 - Review product to ensure UI matches the design comps
- Collaborate with Product owner on:
 - Creating product roadmap
 - Brainstorming feature ideas for MVP; Phase 1, 2, etc.
 - Meet with vendors for software/hardware needs for kiosk app
 - Presenting to marketing, legal, compliance, and other departments within the company for content approval
- Manage vendor relationships
 - Oversee and approve animation produced by motion graphics artist (see storyboards attached)
 - Create roadmap/timeline for project delivery
 - Negotiate estimated hours for production with head of innovations/ask for additional hours if needed
 - Present final delivery to innovation labs team and marketing to get final approval and feedback
- Interview developers for production team
- Assist with content development/copy writing
- Test out new products and software using SDK deployed on test device
- Create/edit decks for Product Pitches (Concept Store MVP, Proximity & biometrics, etc.) with content from Product Owner
- Instruct and train MoneyGram Experience Center employees on how to use the kiosk app
- Usability testing for innovation lab POCs

Rockfish Interactive, WPP

Frisco, TX – January 2017 – April 2017

Experience Architect

- Create user flows, wireframes, personas and prototypes
- Create product roadmaps, attention to UX detail and functionality
- Collaborate with Creative and Technology
- Present deliverables to clients
- Create product blueprints, understand data infrastructure needs for product build

- Collaborate with client to ensure delivery on project deadlines
- Work with project managers to maintain budget for each project
- Administer user testing to gather feedback on product during iterative design
- Whiteboard sessions with other disciplines to capture user flow and functionality

Associate Experience Architect

Frisco, TX – June 2015 – December 2016

- User studies, understanding the user and develop experiences best suited for user needs
- Build wireframes, user flows, site maps, and research digital trends
- Present deliverables to internal team for review and feedback
- Present deliverables to client
- Collaborate with Creative, Technology and Strategy departments

Memory Science, 2M Companies, Inc.

Dallas, TX – November 2014 – Present

Graphic Designer/Video Editor

- Designed/Edited client presentations
- Created graphics for web, print, and other digital media
- Produced animated videos/conceptualized content for marketing purposes

Boston Consulting Group

Dallas, TX – March 2012 – April 2013

Production Specialist

- Delegated projects and meetings for 16 different case teams
- Managed and supervised high volume production projects on a daily basis for local and global requests
- Offered services in printing, binding, laminating, logo creation, photo editing, etc.
- Worked with director of PR to edit picture for company CEO, photographed pictures of staff

University of Dallas

Dallas, TX – May 2011 – July 2011

Graphic Designer

- Designed billboards, logos, brochures and postcards
- Managed various projects for different Departments of the University
- Took professional pictures of campus buildings and events for marketing material
- Updated photo library and stock images for university

Element X Creative

Dallas, TX – August 2010 – November 2011

Freelance Animator

- Animated 2D icons for Western Union commercial
- Post-editing on pictures for graphic design/commercials
- Rotoscoping work for Mary Kay Commercial
- Assisted in lighting and camera shots for AICP Southwest 2011 Sponsor Reel

INTERNSHIPS

Rockfish Interactive, WPP

Frisco, TX – June 2015 – August 2015

Experience Strategy Intern

- Created several UX wireframes in Axure for digital platforms in Mobile, Tablet and Desktop
- Analyzed user test data for prototype app to generate report of key findings and recommendations for improvement
- Created sitemaps/user flows in OmniGraffle for different client projects

Client Operations Intern

Frisco, TX – June 2014 – August 2014

- Created budget trackers, budget vs. actuals reports, project scopes/project estimates for Clients
- Managed projects: Delegated meetings; updated status sheets; kept track of deadlines/deliverables
- Creative and strategy support for 24hr Intern team project

Siggraph Asia

Wan Chai, Hong Kong – December 2011

Student Volunteer

- General admissions, checked entrance badges, provided general support
- Helped conduct interviews from CG Society with Microsoft & DreamWorks