

## Overview

Enterprising and high-performing professional with several years varied experience in software design and development roles seeks an application design and analysis position to best maximize design and development skills.

## Summary of Qualifications

- Leads design, redesign, architecture and prototyping of user interfaces for mobile and web applications.
- Drives requirements, user stories, acceptance criteria, and product features for applications.
- Designs icon, logos, web glyphs, sites, and applications with Photoshop, InDesign, Illustrator, and Sketch 3.
- Creates web standards, best practices and design patterns.
- Utilizes the Luma Technique for Human Centered Design and Innovation.

## Technical Skills

Adobe Creative Suite • HTML5 • CSS3 • Interaction Design • Axure • Sketch App • Wireframing and Prototyping • Javascript

## Professional Experience

Freelance

Pittsburgh, PA (2011 – Present)

Web Design and Developer

- Designs responsive websites from mobile to desktop utilizing Sublime Text, InDesign, Illustrator, Photoshop, and Sketch3 for web sites and e-mails.
- Develops custom sites with HTML5, CSS3, PHP, WordPress, Bootstrap 3, Javascript, and API's (Google, Facebook, Twitter).
- Creates logos and web designs to fit company branding.
- Consults businesses on information architecture and e-commerce platforms to increase conversions.

CallerReady via Beacon Hill Technologies

Pittsburgh, PA (2016)

Product Designer

- Lead the product customer experience and UI redesign for the cloud platform.
- Created a modular design process for platform UI toolkit and style guide.
- Redesigned the current business to business platform for business to customer launch.
- Sketched and created mock up patterns that are responsive, adaptive and scalable for the platform redesign.
- Collaborated with Development by creating requirements / user stories.

Teletracking

Pittsburgh, PA (2015 – 2016)

User Experience Designer

- Introduced modular design process to the platform UI toolkit and style guide, which increases design efficiency by 25%.
- Designed an "online, all the time" system by coupling responsive and adaptive design with cellular connectivity, which increases non-mobile system connectivity during catastrophes by 75%.
- Sketched and created mock-ups for a new global file uploader and a settings page that are responsive, adaptive and scalable.
- Prototyped a navigation drop down pattern bridges legacy and cloud systems and a new common navigation.
- Collaborated with Product Management by writing acceptance criteria for user stories.
- Created usability tests for the analytics application.
- Conducted design critiques, affinity clustering, and card sorting sessions.
- Create user journeys for designs.

SDLC Partners

Pittsburgh, PA (2014 – 2015)

User Experience Architect

- Design of Member Profile application increases department communication by 75%, reduces redundancy by 50%, and decreases cognitive load by 25%.
- Lead design, wireframe, storyboard, and prototyping of responsive user interfaces from mobile to desktop utilizing Axure RP, InDesign, Illustrator, Photoshop, Angular / Google Material Design and Sketch3 for Highmark and Gateway Health healthcare sites, portals, and web applications.
- Created user-centered designs and evaluated information architecture of applications and portals.
- Conducted heuristic / usability assessments and consumer interviews, observations and group sessions.
- Created and updated style guides for applications.
- Collaborated with business analysts, project managers, and clients to ensure the software and business visions are met.
- Performed Agile / User Experience customer research techniques such as persona's, taxonomies, closed card sorting, user testing, storyboards, and scenarios to enhance application usability and experience.

**Professional Experience (continued)**

Management Science Associates

Pittsburgh, PA (2011 – 2014)

Application Analyst (UX)

- Redesigned the desktop and mobile Deal Plan application for the Gabriel platform gaining sales interest from Fuse Network.
- Lead the design and prototyping of user interfaces for mobile applications and web utilizing Axure RP and Microsoft Expression Blend for high-profile clients such as MTV, Discovery International, A&E, AMC and NFL Networks.
- Directed the redesign of mobile site and reports dashboard for responsiveness for team-wide project; recommended platform HTML5/CSS3 with JavaScript as the front-end architecture to accompany the C#.Net infrastructure.
- Developed detailed requirements, use cases and web standards for the department.
- Created synergy between Microsoft User Experience design standards and current web design standards by applying both to applicable projects.

Application Analyst II

- Researched software and processes to reduce and improve the software development life cycle; developed software standards and processes for test-driven development including wireframing, project milestones/scope, UX/UI design, test cases and detailed user guides.
- Architected web-based software based on W3C standards; worked with developer to recommend platforms and programming languages for development based on client requirements.
- Established quality assurance processes, procedures and best practices on a team that develops and supports websites and software applications for the government and retail industries.
- High profile projects included architecture of mobile and tablet application with bar code scanner using Adobe PhoneGap, requirements development to transfer Oracle database from client's server to MSA's server, architected and wireframed the text/notes module for existing web and mobile application.

Quest Fox Interactive

Pittsburgh, PA (2010 – 2011)

Lead Quality Assurance Analyst / Junior Front End Developer

- Created and implemented standards and procedures for websites, databases, and applications developed by the Interactive team increasing profitability by 15%.
- Gathered requirements and developed test plans for interactive projects, tested applications with Selenium IDE and SQL.
- Reviewed and signed-off on projects prior to client review, as well as before and after deployment decreasing failures by 50%.
- Acted as a liaison between project management and developers to ensure the client's vision was met.
- Developed/assisted front-end web applications and content management systems using PHP5, HTML4/5, CSS3, Photoshop, Adobe After Effects, and MYSQL.
- Created and managed content on behalf of clients in custom and Sitecore content management systems.
- Implemented SEO standards by semantically coding sites and inserting Google Analytics code for tracking.
- Created and distributed email campaigns.
- Assisted social media with implementation of client campaigns.

Quality Assurance Analyst – Tier IV

Mayfield Village, OH (2001 – 2010)

Progressive Insurance

- Gathered requirements to create test conditions for SMS package deployment testing in a Tier IV Information Technology organization; updated and executed test plans, monitored and documented results and issues; test results were 100% without any application failure.
- Consulted directly with technical leads and software engineers to resolve package related issues during testing; determined relationship between SQL, SMS installation and package development to reduce failures by 20%.

**Education and Professional Affiliations**

Ursuline College

Pepper Pike, OH (2010)

- Bachelors of Arts, Management Information Systems
- Graduated Magna Cum Laude

Community College of Allegheny County

Pittsburgh, PA (Current)

- Software Development Certification

LUMA Institute

Pittsburgh, PA (2015)

- Innovation through Human-Centered Design

Lakeland Community College

Kirtland, OH (1998)

- Associate in Arts, Information Systems