

**Kathryn Whitfield**

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**Bank of America (Contractor) - 4/2024 - Present**

Lead UX /UI Product Designer & Researcher

- Served as Lead for all GIS Cybersecurity Technology applications and portals, including Multifactor Authentication (MFA), Device Identity Proofing (DIP), and management tools.
- Spearheaded a project to redesign the main portal, including leading the IA and Research initiatives and overseeing the Design aspect, while mentoring other Designers.
- Spearheaded a project to ensure ADA requirements are met on all portal sites.
- Served as the point of contact on a project to market to employees the importance and urgency to get all bank employees to use MFA, including writing and editing copy for marketing materials and used HTML and CSS to create notification emails.
- Became a subject expert on all things cybersecurity and technology.
- Conceptualize and design for associate facing mobile and web applications.
- Facilitate discovery sessions with stakeholders and end users.
- Produce low and high-fidelity wireframe design, and the creation of development assets interface specifications.
- Ensure that assets that are created align to brand standards.
- Actively participate in the design of software components.
- Translate requirements into visual designs and interactive solutions.
- Interact and communicate effectively with teammates, project stakeholders, and senior management.
- Analyze project requirements to identify user roles and specific use cases.
- Create flow charts, low-fidelity wireframes, and high-fidelity design compositions.
- Present, justify, and propose design solutions to achieve a shared-understanding across teams.
- Work closely with visual designers, content strategists, product managers, and development teams
- Partner with development team to create intuitive user interfaces for mobile devices and web-based applications.
- Collaborate with the marketing team, and internal and external designers to ensure the creation and delivery of tailored experiences for the digital user.
- Provide supervision, advice, and guidance on the implementation of UX research methodologies and testing activities in order to analyze and predict user behavior.
- Adhere to style standards on typography and graphic design.

**Corteva (Contractor) - 3/2023 - 1/2024**

Sr. UX /UI Product Designer

- Led the development of UX/UI design best practices, workshops, and trainings to increase design knowledge and standards.
- Led the UX experience through the lifecycle of development, from discovery through review processes.
- Managed project risks through proper escalation and mitigation planning.

- Served as the point of contact to advise senior leaders on UX/UI initiatives, strategies, trends, industry standards, and best practices.
- Facilitated user research focused interviews of end users to have a deeper understanding of the users' needs, using a variety of qualitative (generative) and quantitative and analysis techniques.
- Drive user research, wireframing, interaction design, prototyping and UX/UI design for medium to large-scale design projects, including enterprise level applications and customer facing dashboards.
- Presented to the larger Product Development and Executive teams findings from usability studies and research.
- Facilitated sessions with stakeholders to develop a roadmap that detailed milestones for the upcoming year.
- Provided creative direction and content strategy, while working collaboratively with various stakeholders (from business leaders to developers).
- Worked in tandem with the Project Manager and Engineering Lead to lead projects.
- Worked closely with the Product and Engineering teams to create user stories, personas, and storyboards.
- Translated business requirements, including customer/users' problems and needs, into effective and engaging solutions.
- Spearheaded an effort to create a shared lexicon for the entire department, including facilitating workshops.
- Evaluated and made suggested improvements to the (Figma based plug-in) design system components library, with consistency and usability being the driving force.
- Collaborated with other designers to enhance the (Figma based plug-in) design system library to ensure that components worked across different teams while maintaining consistency.
- Collaborated with other designers to maintain consistency and knowledge sharing throughout the different applications, focusing on best practices.
- Met weekly with other designers to provide and solicit feedback.
- Used data analysis tools (Amplitude, Looker, Google Analytics) to gain a deeper understanding of trends and user behavior.
- Led review design sessions with the Project Manager to ensure designs were implemented as intended.
- Designed low- and high-fidelity mockups in Figma for the Development and the Quality Assurance teams.
- Designed low- and high-fidelity mockups that accounted for both MVP releases and future iterations taking into account deadlines and technical resources.
- Conducted A/B testing using both data through analytic tools and through user feedback testing.
- Attended and participated in all AGILE related ceremonies, including daily standups, backlog refinement and grooming, and sprint planning.
- Quickly became a subject expert on all things related to Corteva, farming, and the roles of sales reps (the end users).
- Subscribed to 20+ newsletters and sites focused on farming, agriculture, and data in those areas to ensure I was up to date on industry best practices and trends.

### **RunBuggy (Employee) - 6/2021 – 2/2023**

#### **Lead/Director of UX/UI Design**

- Served as the Primary Lead and Director of User Experience Designer for all our products which included our internal web-based application, our external web-based application (including a customer facing web-based portal and dashboards), mobile application, and several brochure websites.
- Mentored and supervised the Jr. User Experience Designer position (contract), including prioritizing their projects.

- Translated business requirements, including customer/users' problems and needs, into effective and engaging solutions.
- Served as the point of contact to advise senior leaders on UX/UI initiatives, strategies, trends, industry standards, and best practices.
- Implemented the Design Thinking philosophy and took ownership of every stage in the cycle.
- Responsible for collecting, researching, investigating, and evaluating user requirements.
- Oversaw various projects through the full lifecycle from beginning to closure, including providing updates and analysis of KPI's throughout the lifecycle.
- Led the development of UX/UI design best practices, workshops, and trainings to increase design knowledge and standards.
- Worked with various stakeholders to implement a roadmap with milestones for the upcoming year.
- Managed project risks through proper escalation and mitigation planning.
- Worked closely with the Director of Product Development and CTO to flesh out user requirements.
- Facilitated workshops with stakeholders and end users to create a content development strategy and prioritize new features and changes to existing features.
- Translated user behavior and research into actionable data.
- Provided creative direction and content strategy, while working collaboratively with various stakeholders (from business leaders to developers).
- Designed low- and high-fidelity mockups in Figma for the Development and the Quality Assurance teams for our entire suite of products which included desktop, responsive, and mobile devices.
- Designed low- and high-fidelity mockups that incorporated multiple versions for both A/B testing and for different iterations/phases for releases using the MVP Skateboard to Car methodology.
- Worked closely with the Product and Engineering teams to create user stories, personas, and storyboards.
- Created user journey maps, user flows, wireframes, and interactive prototypes across multiple devices and interfaces.
- Constructed and monitored usability goals.
- Spearheaded the initiative to make our entire suite of products ADA Compliant by putting together ADA reports and speaking with potential vendors while taking into account the budget vs timeline needs.
- Spearheaded the initiative to bring in a Branding and Style Guide by working with the Director of Marketing.
- Spearheaded the initiative to develop a set of guidelines, centered around User Experience best practices, that were used by the Development team and Quality Assurance teams to ensure that standards were being met.
- Developed a Figma based design library system in order to ensure a holistic view and a cohesive look and feel.
- Designed assets (for example, icons) using Photoshop, Illustrator, and Figma to use in our products.
- Developed policies and procedures around how to best utilize the User Experience role.
- Conducted quarterly audits of our products to track and develop ways to improve the overall User Experience.
- Conducted audits of our competitor and peer sites and applications (including mobile) to stay current on any industry specific trends.
- Designed templates for our Quick Start User Guides for end clients that implemented best practices for User Experience.
- Provided both content and copywriting for various applications and resources.

**ACN (Employee) - 7/2020 – 8/2021**

Lead UX/UI Developer

- Served as the point of contact to advise senior leaders on UX/UI initiatives, strategies, trends, industry standards, and best practices.
- Supervised and managed the prioritization of the projects for the graphic designers.
- Managed project risks through proper escalation and mitigation planning.
- Maintained continuously changing web content on several websites in various platforms and Content Management Systems; mainly WordPress, Salesforce, and Joomla using HTML, CSS3, and JavaScript.
- Served as the main owner when redesigning our client facing web-based portal and dashboards for our IBOs using Salesforce Lightning Design System.
- Served as Project Manager on a project to incorporate ADA Compliance (2.0 A, AA, and tried for AAA when possible) for our websites, including meeting with possible vendors while taking into account budget constraints vs timeline needs.
- Optimized the user experience for online virtual events (quarterly) for our IBOs.
- Oversaw various projects through the full lifecycle from beginning to closure, including providing updates and analysis of KPI's throughout the lifecycle.
- Provided creative direction and content strategy, while working collaboratively with various stakeholders (from business leaders to developers).
- Worked with various stakeholders to implement a roadmap with milestones for the upcoming year.
- Translated business requirements, including customer/users' problems and needs, into effective and engaging solutions.
- Planned and implemented new designs using a deep understanding of Design Thinking to implement responsive design and mobile first designs while also incorporating ADA Compliance and SEO needs.
- Responsible for collecting, researching, investigating, and evaluating user requirements.
- Conducted and evaluated user testing and experience.
- Communicated with global team to understand business goals and objectives.
- Translated user behavior and research into actionable data.
- Worked with designers to create concepts, wireframes, and low- and high-fidelity mockups that lead to intuitive user experiences.
- Using a tool (PowerMapper), as well as manual checks, identified where we weren't ADA compliant and then worked with developers to implement these changes, making the majority of these changes myself in the code.
- Designed and created mockups and user journeys for a wide range of devices.
- Provided both content and copywriting for various applications.
- Strategically created new features and functionality based on user stories and behavior to also work seamlessly in mobile applications.
- Experience in system integration, APIs and connectors to leverage and bring together content in various tools to provide the best customer experience.
- Worked with technical teams to balance providing optimal experience while maximizing core capabilities of technical platforms and minimizing customization.
- Conducted A/B testing using both data through user feedback testing and analytic tools.
- Leveraged existing tools to improve & enhance the end-to-end experience for users.

**Bank of America** (Contractor) - 2/2020 - 12/2020

Senior UX Designer

- Served as the point of contact to advise senior leaders on UX/UI initiatives, strategies, trends, industry standards, and best practices.

- Led several high-profile projects, including an automated interview scheduler tool, a data collection initiative that pulled data from LinkedIn, and merging three separate tools for reporting and investigating fraud into one cohesive tool.
- Led teams between 6-10 UX Designers.
- Translate business requirements, user needs, and technical capabilities into designs that are exciting, easy to use, and emotionally engaging world-class experiences.
- Applies user-centered design processes to ensure designs are well-researched, executed, and tested using industry trends, analysis, internal analysis of user behavior and data, personal expertise, design rationale and customer data.
- Provided creative direction and content strategy, while working collaboratively with various stakeholders (from business leaders to developers).
- Incorporated ADA Compliance guidelines into the design of applications to ensure usability.
- Used brand, standard patterns, style guidelines, existing design system libraries, third-party standards and other design foundations as input to new work. Respected standards but constantly pushed where new ideas will improve the design system library.
- Provided both content and copywriting for various applications.
- Work with the Technology Team to understand the documented technology standards for the platform and browser/OS specifications and bears responsibility to ensure XD assets track to technology and program standards when required.
- Created user-driven, engaging user experiences that turn complex tasks into simple, elegant interactions. Offered multiple concepts that explore new and different ways to solve challenges. Collaborate effectively with other visual designers, interaction designers, content strategists, product managers, researchers, product partners and engineering teams. Collaborate with design partners, product partners, development partners, visual designers, editors, and usability engineers against a design plan.
- Keet pace with the ever-changing digital environment iterating designs through Lean XD, Agile, and other modern design/build processes. Work closely with agile development teams to coordinate and deliver an error-free final product.
- Facilitate design sessions with high-level stakeholders.

#### **Charles Schwab** (Contractor) - 2/2019 - 1/2020

##### Senior UX Designer

- Translated business requirements, including customer/users' problems and needs, into effective and engaging solutions.
- Served as the point of contact to advise senior leaders on UX/UI initiatives, strategies, trends, industry standards, and best practices.
- Led multiple projects, including a two-step authentication security implementation and a financial health tool/dashboard that engaged the end user with various ways to better their financial health.
- Lead a team of 8 UX Designers
- Provided creative direction and content strategy, while working collaboratively with various stakeholders (from business leaders to developers).
- Oversaw various projects through the full lifecycle from beginning to closure, including providing updates and analysis of KPI's throughout the lifecycle.
- Work with a team of product owners, business and system analysts, programmers and testers in an agile environment.
- Determine design specifications for various devices/user interfaces (desktop, tablet, smart phone) and interactions for products in development.

- Designed low- and high-fidelity mockups that incorporated variations for A/B testing, MVP, and an iterative approach.
- Provided both content and copywriting for various applications.
- Consider user needs (visual interaction, physical manipulation, human error control) by designing the user experience and interface using a prototyping tool (Invision, Sketch) from user requirement specifications.
- Review and test UI to ensure products meet high standards of usability and design excellence.
- Define and maintain the components library in design system (Mosaic) to leverage components and ensure consistency of design and experience across a variety of devices (desktop, tablet, smart phones).
- Incorporated User Acceptance Testing and ADA compliance as a standard.
- Redesigned the tables and grids used, both functionally and aesthetically.

### **Belk (Contractor) - 11/2018 - 2/2019**

#### Senior UX Designer

- Translated business requirements, including customer/users' problems and needs, into effective and engaging solutions.
- Served as the point of contact to advise senior leaders on UX/UI initiatives, strategies, trends, industry standards, and best practices.
- Served as the only UX Designer for Belk to enhance their current website.
- Completed an in-depth analysis of Belk.com from the User Experience point of view, as well as a technical point of view, including quality assurance steps and provided my findings to the stakeholders. Development is currently implementing changes.
- Day to day research regarding best user practices, e-Commerce trends, and user behavior using both industry guidelines and data analysis of customer behavior provided by Belk.
- Developed low- and high-fidelity mock-ups for proposed changes to the website using Photoshop and Sketch that focused on User Experience and how to enhance the current website to drive more business and revenue through the site.
- Wrote up analytical reports in support of proposed changes to share with major stakeholders, including the Vice President of the e-Commerce division.
- Oversaw various projects through the full lifecycle from beginning to closure, including providing updates and analysis of KPI's throughout the lifecycle.
- Designed low- and high-fidelity mockups for A/B testing, MVP, and an iterative approach.
- Worked with data analysis to incorporate results from A/B testing.
- Met with different leads of different departments to greater understand framework limitations that would impact the design.
- Provided creative direction and content strategy, while working collaboratively with various stakeholders (from business leaders to developers).
- Set UX design strategy and principles.
- Established and maintained global UI elements.
- Facilitates UX reviews, ensuring adherence to UX standards, and consistency across organizational and design boundaries.
- Provided guidance on UI elements to (a) assist the users in accomplishing their goal in using the application, (b) create the desired emotional response and (c) maintain a consistent brand identity throughout the user experience.
- Performed trouble-shooting efforts and investigations when necessary.
- Drove alignment between UX design and business needs
- Facilitated large groups of diverse stakeholders to align on target UX design.
- Built effective relationships between key stakeholders and cross-functional teams.

- Actively participates in the UX community, staying up to date on new UX technologies and best practices and shares insights with others in the organization.

### **Global Payments (Parent company of Heartland/Xenial) (Employee) - 1/2017 – 11/2018**

#### User Experience Analyst

- Translated business requirements, including customer/users' problems and needs, into effective and engaging solutions.
- Served as the point of contact to advise senior leaders on UX/UI initiatives, strategies, trends, industry standards, and best practices.
- Served as the point person to design, code, and test for client and public facing products and portals/dashboard for high-profile companies, like Bojangles and Krispy Kreme, and our own internal applications and websites.
- Worked with Business Analysts to guide how users would use web-based products, including providing critical feedback for potential issues.
- Worked to design our own Content Management System which our clients would use (white label).
- Continually researched and kept up to date with best practices when it came to human factors for web and application design and implementation.
- Created test-cases using Zyhör (a JIRA plug-in) and helped write requirements for a variety of products, including the Xenial POS system, the online ordering application that fed into the Xenial app, Xenial Kitchen Screens, the Bojangles app, the Whataburger app, the Taco Bell app, Pollo Tropical's website, DiBella's forms on their website, and our own internal content management system.
- Wrote automated test-cases for Pollo Tropical's website and DiBella's forms using Codeception.
- Implemented testing standards in the Quality Assurance department.
- Excelled in exploratory, regression, unit, and smoke testing for the products mentioned above, often the final authority for testing.
- Performed cross-browser and platform testing with a variety of devices and supplemented with Browserstack when the device/platform/browser wasn't available.
- Used Dev tools, such as Console and Network, and went through Lambda logs to help troubleshoot errors.
- Developed journey mapping, user stories, user personas, wireframes, and interactive prototypes to help guide the design and user flow of the Bojangles app.
- Used style guides to ensure branding styles were being kept.
- Created end-user guides for our Xenial products.
- Served as copyeditor for a variety of projects, both internally and for clients.
- Provided both content and copywriting for various clients, while taking in account SEO needs when appropriate.
- Organized focus groups for real-life end users (those in the quick service restaurant business).
- Served as on-site technical support for our first Xenial customer, Hardee's the first week of implementation.
- Used Photoshop, HTML, CSS, and JavaScript to design and then code the Fundraising form for Krispy Kreme. (Found at <https://www.krispykreme.com/fundraising/tell-me-more>)
- Used Photoshop, HTML, CSS, and JavaScript to regularly update xenial.com and heartlandpaymentsystems.com, including their redesign to a responsive design
- Used Photoshop, HTML, and CSS to develop email marketing campaigns for Bojangles, Whataburger, Jack In The Box, Norms, Floyd's Barbershop, DiBella's, Just Fresh, Islands, Taco Cabana, Grouchos, Bojangles, and our own Xenial email marketing materials.
- Was credited in helping to save the Bojangles account.

**Duke (Contractor) - 7/2016 – 12/2016**

Senior UX Designer

- Served as the point of contact to advise senior leaders on UX/UI initiatives, strategies, trends, industry standards, and best practices.
- UI Designer/Developer supporting several mobile application development teams on both the Windows 7 and Windows 10 platforms.
- Created concepts and illustrations (page layouts, style guides, families of icons for navigation) in an iterative agile process using Adobe Creative Suite and conceptual drawing skills.
- Collaborate with internal resources and third-party consultants (client stakeholders, front- and back-end developers, project managers, business analysts) to create specific assets (png and svg assets for web and mobile applications, jpg and pdf documents for internal documentation and stakeholder approval).
- Created and maintained a style guide.
- Familiar with requirements of 4-5 internal business units.
- Became familiar with current state processes for the basic management of the utility company (crew management, time tracking, asset management, etc.)
- Used HTML5, CSS3, JS, and XAML in a Visual Studio/C# environment.
- Present complex information in an elegant way.

**Red Ventures (Employee) - 12/2014 – 6/2016**

Front End Developer

- Front End Developer for various prominent businesses, including Verizon and Safeco Insurance, taking designer files and translating them to pixel perfect websites to be used as their marketing tools in a fast-paced environment.
- Used HTML, CSS (BEM), SASS, Foundation, JavaScript, jQuery, and PHP to create, develop, and maintain websites for clients.
- Used Photoshop, Illustrator, and Sketch for image manipulation.
- Used Git (as well as branching and pull requests) and Stash for source control of files.
- Used Browserstack for testing across various platforms and environments.
- Websites created varied from desktop only experiences (both paid and natural search) to mobile only experiences to responsive design experiences.
- Responsible for ownership of debugging, using the console and built-in browser tools.
- Worked closely with the designers to maintain brand guidelines from clients in order to ensure pixel perfect sites.
- Worked closely with the SEO team to ensure that sites were utilizing all possible ways sites were optimized, from correct usage of header tags to using the Google developer tools and keeping up with search engine algorithm changes when necessary.
- Served as lead front end developer on the Safeco Insurance business.
- When Red Ventures took over the Women In Tech meetup group, volunteered to give the first course class/workshop and chose CSS / Sass as the topic.
- Routinely took Treehouse courses to stay current with new technologies.

**AlterImaging (Employee) - 5/2014 - 10/2014**

Lead UX/UI Developer



- Lead Developer for an Ad Agency type Web Design Company that designed and developed custom websites and web applications for a variety of different types of clients using our own Content Management System that we would package to clients (white label).
- Used HTML, CSS, JavaScript, jQuery, Photoshop, PHP, Bootstrap, Magento, WordPress, Concrete5, Custom built/proprietary CMS, GIT, and Sublime to create a wide variety of websites based on the clients' needs and budget constraints.
- Served as the only UX consultant to build and design the websites based on the individual clients' needs and focus, as well integrate basic web standards, best practices, human factors, and visual hierarchy to the site's design and structure.
- Met with clients to determine their needs and focus of their business and how it should translate to their sites.
- Provided both content and copywriting for various clients while taking in account SEO needs when appropriate.
- Developed different aspects of the IA process, including sitemaps and the workflow of the sites.
- Served as a UX mentor for the graphic designer.
- Built websites that were responsive for a wide variety of viewports and technologies.
- Served as the primary QA point person for back-end functionality testing.
- Incorporated data and standards for A/B testing.
- Was able to prioritize the development work of several client sites while maintaining and updating sites for existing clients.

#### **Europa Sports Products (Employee) - 7/2012 - 4/2014**

##### Senior Web Designer

- Senior Web Designer for Business-to-Business eCommerce company that dealt with both sides of the business, vendors and the end customer, other companies.
- Took on the role as a Project Manager for several high-profile projects and applications (including a customer facing web-based portal and dashboard), including gathering and writing requirements.
- Used HTML (4 and 5), XHTML, CSS (including 3), JavaScript, AJAX, jQuery, Mobile, Photoshop, Illustrator, ColdFusion, .NET (Web Forms and MVC), Visual Studio, Bootstrap, Notepad++, and Git to create eCommerce B2B websites (both desktop and mobile as well as responsive) and web-based applications.
- Oversaw various projects through the full lifecycle from beginning to closure, including providing updates and analysis of KPI's throughout the lifecycle.
- Used my knowledge and research to design and develop sites using the latest trends in not only design and technology, but also human factors and best practices.
- Served as the only Senior Web Designer, mentoring, supervising, and delegating to the Junior Web Designers.
- Provided both content and copywriting, while taking in account SEO needs when appropriate.
- Served as the primary point person for all Quality Assurance and Quality Control needs, including writing test cases.
- Tested on both the PC and Mac (for both cross browser and cross platform experiences), and Apple mobile devices.
- Built a mobile prototype for the main eCommerce website using Bootstrap and jQuery Mobile.
- Created dynamic mockups for web (standard desktop and responsive) and mobile devices using Photoshop and Bootstrap.
- Used Photoshop to create and manipulate images for both the live site and prototypes.
- Troubleshoot and resolved issues using Firebug, IE developer tools, and Chrome developer tools.
- Prototyped fully functional pages.

- Was able to serve on multiple projects and prioritize effortlessly.
- Worked with the back-end developers to establish a guideline for conventions for coding.
- Documented and maintained all features on the sites and applications as well as the accompanying code.
- Kept my skills and knowledge up to date by taking tutorial classes on Lynda.com and PluralSight.com on a weekly basis.
- Completed leadership training to serve as a senior employee to mentor junior employees.

#### **DataTech Systems (Employee) - 11/2010 –7/2012**

##### UI/UX Engineer

- User Interface and User Experience Developer for a web-based Java company that was contracted by manufacturers to provide a data streaming service to their clients, including extremely high traffic eCommerce sites.
- While serving as lead for all affiliate sales and traffic tools, served as secondary UI/UX for all other projects (a total of six others).
- Used HTML (4 and 5), XHTML, CSS (including 3), JavaScript, AJAX, jQuery, Photoshop, Illustrator, PHP, ColdFusion, Notepad++, Magento, Eclipse, Perforce, Tortoise (SVN and Hg), and Google Analytics to create and maintain several eCommerce websites (both desktop and mobile), affiliate sales and traffic tools, internal applications, and WordPress sites.
- Served as lead UI/UX developer for all affiliate sales and traffic tools and internal applications.
- Created dynamic mockups for both web (desktop) and mobile devices using Photoshop and iRise.
- Worked with the Marketing department to create promotional banners for marketing purposes on above mentioned sites.
- Created and maintained an internal style guide for all affiliate sales and traffic tools.
- Unit tested all sites and applications on the main browsers (IE7, IE8, IE9, Firefox, Chrome, Safari) and different mobile devices, including a wide variety of tablets.
- Troubleshoot and resolved issues using Firebug, IE developer tools, and Chrome developer tools.
- Used Agile and Scrum development methodologies (as well as Mingle software) to work cohesively with different departments.
- Prototyped fully functional pages.
- Was able to serve on multiple projects and prioritize effortlessly.

#### **Baker & Taylor (Employee) - 7/2010 –10/2010**

##### Front-End Developer/Designer

- Front-End Developer/Designer for various websites that focused on digital media (books, music, movies) and cutting-edge technologies to deliver these products (i.e. Blio).
- Used HTML, XHTML, CSS, JavaScript, JQuery, AJAX, Photoshop, Illustrator, Fireworks, and User Interface/User Experience best practices to design, develop, create, and maintain all content for all external and internal sites, as well as high profile client sites.
- Served as the primary point of contact for the company for all front end and web development needs.
- Managed, updated, and maintained all websites and intranet sites.
- Served as Project Owner for <http://thegreenroom.baker-taylor.com/> which entailed not only designing and developing the site, but also managing different resources throughout the company.
- Oversaw various projects through the full lifecycle from beginning to closure, including providing updates and analysis of KPI's throughout the lifecycle.
- Worked with high profiles clients (i.e. Toshiba Book Place) to create and develop cutting edge sites for different marketing campaigns.

- Created and developed a wide variety of promotional micro sites for different campaigns and promotions, including sites to utilize A/B testing.
- Created and designed promotional banners and images for weekly promotional campaigns.
- Designed and developed HTML emails for marketing purposes.

**Federal Reserve (Contractor) - 8/2009 – 11/2009**

Web Developer/Designer

- Web Developer/Designer for various websites, both external and internal, for the Federal Reserve Board.
- Used HTML, XHTML, CSS, JavaScript, PHP, Dreamweaver, Photoshop, Illustrator, Fireworks, Visual Studio 2005, and User Interface/User Experience best practices to design, develop, create, and maintain all content for all external and internal sites.
- Provided Quality Assurance by ensuring all content posted, including PDFs and tables, were 508 compatible (government version of ADA) and met accessibility guidelines using ABBYY Finereader, Adobe Acrobat, Perl scripts, JAWS, and manual checks.
- Worked closely with the management team to develop and design a new internal website for the Publishing & Communication Services department.
- Created detailed documentation for the various projects I worked on, including user guides for applications.
- Created and maintained an internal style guide for all external and internal websites.

**PortfolioPathway (Contractor) - 5/2008 – 2/2009**

Web Developer/Designer

- Web Developer/Designer for a website (portal and dashboard) that was developed so financial advisors and their clients can view and manage their online financial portfolio as well as create reports and download them in a PDF or Excel format. Also designed web-based applications that worked as wizards that allowed the user to create proposals (IPS Wizard) and to open accounts at other locations (Account Wizard). Worked directly with the owner of the company to manage, maintain, and make edits to the client websites and intranet sites as well.
- Used HTML, XHTML, CSS, JavaScript, JQuery, AJAX, XML, .NET, Visual Studio 2005, Silverlight, and Dreamweaver to design the front end of several web-based applications as well as client websites, portals, and Intranet sites.
- Used Photoshop, Illustrator, and Fireworks to manipulate web-based graphics.
- Frequently did testing for browser compatibility, user experience, functionality, and design consistency on all applications and websites.
- Researched and analyzed emerging industry trends (from both a technical and design perspective) using both IA and UI best practices.
- Created and maintained a style guide for the website, web-based applications, portals, and client sites.

**Wachovia (Contractor) - 9/2007 – 5/2008**

User Interface Developer

- User Interface Developer on a multimillion-dollar application. Worked with the Wachovia Retirement Services (WRS) Business Management team to develop and design a Statements application that would allow users to customize their 401(k) Statements mailing.

- Worked on a Business Functional document provided by the WRS Business Management team, which was updated frequently, often multiple times through a day so I had to be able to work effectively at a high paced speed.
- Provided feedback on the Business Functional to the WRS Business Managers from the user experience and IA perspective.
- Wrote technical functional specs for WRS Business Management team as well as the back-end programmers.
- Ran tests on a weekly basis testing for browser compatibility, user experience, functionality, and design consistency.
- Used Photoshop, HTML, XHTML, CSS, JavaScript, and Dreamweaver to design the front end of the application.
- Used Visio to provide a visual layout to the WRS Business Management team.
- Able to finish my projects quickly and efficiently and then was able to help others do the same.
- Led weekly status meetings with the WRS Business Management team.

**Digital Systems Resources, Inc. /General Dynamics/TAIC (Employee) - 6/2003 – 8/2007**

Quality Assurance/ Control Engineer/ Software Engineer

- Software Engineer on the Quality Control (QC) effort for the National Assessment of Educational Progress (NAEP) public site to ensure the quality of web pages added and changed on the National Center for Education Statistics (NCES) owned NAEP public site. Ensuring quality included checking pages against 508 Bobby Accessibility Guidelines (government version for accessibility), validity of HTML code against W3C standards, browser compatibility, and also against NCES rules on web page creation.
- Oversaw various projects through the full lifecycle from beginning to closure, including providing updates and analysis of KPI's throughout the lifecycle.
- Increased efficiency for the entire NAEP QC team by streamlining the quality control policies, process, and procedures between the company and the primary contractor, Fulcrum.
- Met with Fulcrum on a weekly basis to discuss the testing environment and process surrounding the NAEP website.
- Thoroughly tested all online applications, including the Content Management System (CMS), for functionality and possible user errors to improve the application often using test scripts.
- Worked on the NAEP State Service Center - Service Desk (NSSC) by creating and developing the Administration section as well as assisting with programming for other sections using PHP, ASP, JavaScript, HTML, and SQL.
- Created the layout and flow process of an Issue Tracker to be used between the company and Fulcrum to track tasks and the signoffs of completed tasks. Also worked on the back-end programming of the Issue Tracker using Visual Basic, VBScript, ASP, JavaScript, HTML, and SQL.
- Provided senior developers with reports on Search Engine Optimization, including how to boost search engine results.
- Ensuring quality included checking pages against 508 Bobby Accessibility Guidelines (government version of accessibility), validity of HTML code against W3C standards, browser compatibility, and also against NCES rules on web page creation.
- Used JAWS to check that pages met 508/ accessibility guidelines.
- Proofread each page of the 5,000+ website to ensure each page was consistent, with both voice and style, with all other pages on the website, often with a very short turnaround time.
- Worked with a team on redesigning the TAIC website (overall layout, navigation, color scheme, usability, search engine optimization) using PHP, JavaScript, CSS, and HTML.

APICS – The Educational Society for Resource Management  
Web Coordinator

Employee  
2/2001 – 4/2003

- Coordinate the work of multiple projects for the APICS Web site and APICS' Board of Directors Web site through the efficient and effective use of administrative, decision-making, communication, representation interpersonal, process analysis, and process development skills with minimal supervision.
- Oversaw, maintained, and updated the association's 1,000 + page site.
- Used Visual Basic, VBScript, ASP, JavaScript, CSS, HTML, and SQL to design and create e-business driven forms using n-tier architecture.
- Served as a co-Project Manager for the redesign of the site, that included the look of the site while also focusing on usability, IA and UI best practices, and search engine optimization.
- Led projects for major additions to the web site.
- Managed and administered all databases and tables using SQL.
- Served as a technical contact for internal staff, members, and customers.
- Created and designed all HTML emails for APICS' Marketing Department.
- Submitted the site to search engines and provided analytical results regarding the placement of the site in major search engines.
- Created and maintained a style guide for the website.
- Managed APICS' banner ads and results.
- Served as an administrator for all discussion and announcement lists.
- Used Photoshop for manipulation of web-based graphics.