
EXPERIENCE DESIGNER

I am an agile learner who is quickly able to master tools and processes and translate and communicate complex UX concepts for various audiences. I ensure my projects align to strategic business objectives, while achieving and maintaining user delight. I craft successful products and experiences by leveraging the depth of both my design and technical experience. I continually provide leadership and mentoring and have a proven track record of delivering highly successful solutions.

TECHNOLOGY AND PROFESSIONAL SKILLS

- Microsoft + Apple Office Suites
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Bootstrap + Angular + React
- Adobe XD + Sketch + Invision + Axure RP
- User Experience Design
- Cross-Cultural Leadership
- Interaction/Interface Design
- Digital Content Management
- Information Architecture
- User Research
- Marketing and Branding

PROFESSIONAL EXPERIENCE

CDK Global, Portland, OR 2019-Present
User Experience Design Lead

Lead a team in creating user experiences for car dealerships, based on the use of an established design system. Work within Agile methodology framework, estimating time to complete design and production phase of projects.

- Establishing and maintaining high quality relationships with Software Engineers, Project Managers and Customers to ensure implementation of specified designs & features succeed in enabling dealership goals.

Intel Corporation, Hillsboro, OR 2012-2019
User Experience Design Lead (Digital Product Design) for Sales and Marketing

Created state of the art user experiences through the use of contextual inquiry, persona development, prototyping and concept design. Designing interfaces, defining UX strategy, standards and guidelines and mentoring teams.

- Provided experience oversight for over 20 programs simultaneously, as a sole resource, including migrations from legacy solutions to cloud-based solutions, such as Salesforce (Classic and Lightning) and Adobe Experience Manager.
- Reduced development time/costs across multiple initiatives by 40%, through the use of reusable Agile processes, patterns and frontend frameworks.

Nike, Inc., Beaverton, OR 1998-2011
Sr. Business Systems Analyst, Sr. Account Manager for Global Brand

Directed teams which included off shore, near shore and on shore teams, working directly with executive business partners. Managed multi-disciplinary user interface and content management teams of up to 20 employees. Provided mentoring, direction, promotion, situational leadership and day-to-day coaching.

- Resolved both unique and complex organizational information problems and provided business value by analyzing requirements, prototyping, wire-framing, designing technology solutions, recommending system controls, standards, guidelines and protocols.
- Supported, maintained and configured all corporate intranet web servers and users (Unix/Windows), with 98% uptime.
- Conducted multiple successful live athlete-to-employee chat sessions with audiences of up to 5K employees.

BlackWebDiva.com, Portland, OR

2005-Present

Lifestyle Brand Sole Proprietor

Establish and maintain the brand identity of multiple small business clients through ongoing consulting and creation of marketing collateral, video editing and website creation. Also branching into fabric-related art.

- Creation of websites, graphic design collateral and video production. Includes design/production of marketing materials requiring league/P.R. approval for professional athletes, influencers and entertainers.

ADDITIONAL EXPERIENCE

Nike, Inc., Beaverton, OR

1998-2007

Chair Person, Nike Black Employee Network

Successfully coordinated and led over 50 events for a global employee audience of over 10,000 employees.

- Raised and donated over \$500,00 to local organizations, scholarships, programs and individuals.
- Organized community outreach, involvement and mentoring programs.
- Coordinated the distribution of funds across internal divisions to enable a non-funded/under-funded team to produce global events.
- Negotiated both vendor and talent contracts (strictly following rider requirements), budget tracking, fund raising, task delegating, graphic design, video editing, communication and marketing of events, creation of event branding, on-stage presentations and introductions, creation of run-of-show and backstage coordination.
- Guests have included: Michael Jordan, Congressman John Lewis, Bob Johnson (BET), Spike Lee, Jackie Joyner-Kersey, Moses Malone, Cynthia Cooper, Brian McKnight, The Whispers, Earth Wind and Fire, Bebe Winans, Jeffrey Osborne, Bernice King, Tommie Smith, Charlie Sifford.

EDUCATION / ACCOMPLISHMENTS

Psychology Major/Art Minor
University of Houston, Houston, TX

Completed Decision Quality Program
Stanford Strategic Decision and Risk Mgmt. Certificate Program, 2016

Certified Agile SCRUM Product Owner (Current)

Design Thinking

CSS with LESS and Sass

Sketch and InVision

UX Research Methods

Up and Running with Bootstrap

Leadership in Practice

Foundations of UX: Make the Case for Usability Testing

Elected President Portland Modern Quilt Guild, 2018

Awarded Nike African American Employee Network Person of the Year, 2001

Awarded Nike Air Time Award for Community Involvement, 1998