Oct 2022

GAYLE BARTON

Sr. User Experience Designer

Sr. User Interface Designer

Jr. Associate Manager

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Mansfield, TX 76063

Portfolio

Linkedin

SKILLS

Design tools:

Adobe CC: Photoshop, Illustrator, XD, Animate, Spark.

Sketch

Figma

InVision

QuickTime Pro

UX research & techniques:

Personas

User journey mapping

Information architecture

A/B testing

Card-sorting

Case studies

Competitive audits

PROFESSIONAL SUMMARY

Multi-talented designer with 9+ years in digital product design. Seeking new opportunity to grow into a management role. Extensive understanding of user-centered design with a passion for blending elegant visuals with intuitive user experience. Experience building products for desktop, iPad and mobile app users while meeting ADA standards for accessible design.

WORK HISTORY

Allstate, Customer Engagement Management Ecosystem – Sr. UX Designer • *Remote* • *03/2023 - Present*

- Currently in a 9 months contract engagement for the re-design for Gateway, a news and resources portal. Touching over 50,000 consumer-facing Allstate representatives, in 51 States and Territories on a daily basis.
- Translating UX research and product goals into user-centric designs that lead the agents in an intuitive digital experience.
- Facilitating work sessions bi- weekly where I lead discussions on wireframe designs with the leadership team (SMEs and PMs). They are starting to call us their favorite UX team.
- Enforcing a collaborative working environment, I walk the team through user journey maps, we dive into findings from our research reports, I clearly articulate UX design decisions to the team and present a click through prototypes that show interaction details.
- Being detail oriented with excellent organizational skills, I am currently working through multiple work streams, managing UX deliverables, keeping track of a tight design to development timeline and road mapping features on Version One planning software.

Optum RX – Sr. UX Designer • *Remote* • *11/2022 – 02/2023*

- 3 months contract engagement for the re-design for the Optum RX Infusion customer portal.
- Created, developed, and optimized usability audits, user flows, wireframes and prototypes that have a mobile first approach, that solved for existing business problems such as: scheduling an infusion appointment, tracking your infusion order, home care and/or clinic care, view your invoice and pay your bill.
- Effectively collaborated with product, project management and engineering teams, successfully provided detailed mockups and development specifications in Figma for a seamless handoff.

Accenture, Cloud Innovation Center - Sr. UX Associate Manager • *Remote* • *05/2021 – 11/2022*

- **MSRB - UX & UI Design Lead** on two 8week consulting engagement for the re-design of the Electronic Municipal Market Access portal.

- **Heartland Forward - UX & UI Design Lead** on an 8week consulting engagement with a non-profit that was partnering up with Builders & Backers to create a Community Growth Platform and Toolkit.

    o   Collaborated across product and development teams to launch features based on user needs, business goals, and technical constraints.

    o   Created user flows, wireframes, testable functional clickable prototype in Sketch and curated a photography gallery for 15 initial backers that managed their initiative on the platform.

    o   Provided content tracking documentation, visual assets, specifications, and guidance for implementation of the content and designs throughout the development process

    o   Conducted usability testing and incorporate user feedback and literation back into the design.

Oracle - Sr. UX Designer • *Remote* • *10/2020 – 05/2021*

- Developing mobile/desktop web interaction design for new movers who need to sign up for utilities.
- Execute top-notch UX research practices including: creating and implementing information architecture (creating site maps, user stories and user flows) includes wireframing and hi-fidelity prototyping.
- Practical mastery of multiple design, collaboration and research tools such as Figma, Jira, Slack and GitHub.

JPMorgan & Chase - Sr. UX Designer • *Plano, TX* • *03/2020 - 06/2020*

- Designed a desktop experience that included an overview/dashboard landing page, a view of your buying power with a letter generator, a find a home feature, a explore your loan options section and a loan application process.
- Leveraged Agile methodologies to streamline the web development process in Jira and Confluence environment.
- Rapid prototyping at high fidelity quality using programs such as Sketch and InVision.
- Documented all ADA specifications like tab order, text hierarchy, image tags and designated design system component types.

RESULTS:
- Delivered all the assets and users flows 2 sprints (4 weeks) ahead of schedule.
- Chase MyHome, lending digital experience will be delivered to JP Morgan and Chase's 4 million customers in 2021.

UX tools:

Maze

Optimal Sort

Survey Monkey

Google Analytics

Project Management:

Agile / Scrum

Slack

Trello

Jira

Version One

Environments / Code:

IOS / Android Native Mobile

iPad

HTML and CSS

Brackets

Angular js framework

Code pen

EDUCATION

Maryland Institute College of Art • 1993

Bachelor of Fine Art:
Visual Communication

REFERENCES:

Matt Kaplan

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Accenture Product Manager

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Luck Companies - Lead UX Designer • *Richmond, VA* • *09/2019 - 02/2020*

- Brought user research to life through personas, journey maps, Information architecture, utilizing the tools in Optimal Sort and Survey Monkey.
- Developed user stories into actionable items for design and development to follow in Trello.
- Designed high fidelity prototypes in Sketch and InVision and followed an Angular js framework for specifications.

RESULTS:
- A gradual incline of all ordering was now occurring online, resulting in a 100-year-old change of business from traditional customer call in orders to a digital experience.

Virginia Commonwealth University - Digital Designer • *Richmond, VA* • *04/2015 - 09/2019*

- Kept up to date with the current culture of university life, higher education industry trends and found innovative ways to gather UX research.
- Led as a design advocate on hundreds of digital products and consistently raised the bar on efficiency and quality.
- Mentored 2 design interns a year. Taught them Adobe XD, included them in critical design thinking work sessions, helped in gathering UX research and I encouraged creativity.

RESULTS:
- Helped ensure more than 300 university websites were ADA compliant and passed WCAG AA testing.
- Designed a dynamic website, digital advertisements, and email campaigns with the Office of Development and Alumni Relations team that has raise more than $700 million in donations for the Make it Real Campaign.

Freelance UX/UI & Digital Designer • *Remote, USA* • *01/2011 - 09/2015*

Provided creative direction for established corporate and small/medium sized business clients ensuring that products exceeded client expectations. Designed engaging graphical UI elements for television program guides, touchscreens kiosks, responsive websites, native mobile, and tablet apps. Freelance projects did over lapped.

- **Time Kick (New York):** In 2015, served as the client communications contact for this alarm clock IOS mobile application. In eight weeks, conducted online surveys, user interviews in an A/B testing environment, and designed UI from concept to launch.

- **KSI Data Science (California):** From 2010 to 2015, completed all company UI, UX, and traditional marketing material needed for this start-up video and data management company for aerial drones that helped it to earn multi-million dollar investments. RESULT: Link

- **Capital One (Virginia):** From May-August 2013, worked on implementing UX persona profiles to design a universal banking web wallet widget featured in an animated executive presentation. RESULT: Link

- **Cox Communications (Georgia):** From April-July 2011, worked as a designer to convert the existing set-top box program guide interface to the company's first iPad exclusive program guide. Worked with the Director of Cox Connect to delivered the UX/UI information architecture document. Cox Launched Cox Connect, later it got remarketed into Cox Contour app. RESULT: Link

EchoStorm Worldwide LLC. - **UI/UX Designer & Graphic Designer** • *Suffolk, USA* • *09/2004 - 09/2010*

Video and data management software and hardware, tech startup. The software captured, standardized, processed, and distributed video, images, and data from aerial drones. Participated in the software development cycle in an Agile/Scrum environment and contributed to the ceremonies (daily stand-ups, demos, sprint retrospectives, etc.).

- Helped grow revenue $1-$15 million in six years by producing and supervising the execution of a product and marketing plan for consistent internal and external branding.

- Supported 25 Sales staff with presentations, fliers, data sheets, posters and designed, logos, website and other marketing material for the new products.

- In 2005, helped the company win the Virginia Center for Innovative Technology's High Tech Emerging Company award

- 1St designer hired for this startup that grew to more than 120 employees; it was sold in 2010 for $32 million