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SUMMARY

Specialties: UX Design Architecture, UX in Agile, UX Design Strategy, UX Evangelism, UX Design, UI Design, Interaction Design, Information Architecture

Skills: Wireframing, prototyping, usability testing, user research, surveys, design patterns, UI design standards, UI specifications, CSS

Tools: Axure RP Pro, Balsamiq Mockups, Adobe Creative Suite, Justinmind, Marvel, Morae, Gliffy, Visio, Codepen.io, Expo Dry Erase markers

Personal UX Blog: http://uxfab.com

Design, good and bad, affects people on an emotional level. Products that leverage users' strengths are rewarding, reinforcing the user's self-esteem and emotional connection to the product. Conversely, exposing gaps in knowledge and skills makes users feel "less than," taking a (small, but real, and cumulative) toll on the user's self-esteem. Product development has the responsibility to respect its users, to empower them by delivering products aligned to their strengths.

I enjoy making things, especially things that elegantly solve problems and are aesthetically and functionally satisfying.

When I tell people what I do for a living, they look at me in disbelief as if I had claimed to be a Ferrari test driver or professional ice cream taster. I'm still amazed by my good fortune in working in a profession that is so rewarding and fun. I can imagine few jobs better than solving problems by talking to people, drawing pictures, and telling stories.

EXPERIENCE

Brierley+Partners: *Senior UX Design Architect, 02/2019-10/2019*

UXD lead for Brierley's line of customer loyalty and CRM products.

Southwest Airlines: *Senior UX Design Architect, 01/2018-02/2019*

Led discovery, vision, and redesign efforts for Southwest's Business Travel site,
http://www.swabiz.com

Arcserve: *Principal User Experience Designer/UX Design Architect, 07/2014-1/2018*

Arcserve spun off from CA Technologies on the strength of Unified Data Protection. I led a small team of UX specialists to define the end-user experience of Arcserve products.

CA Technologies: *Senior Product Designer, 05/2009-11/2013; Principal Product Designer, 11/2013-07/2014;*

Led UXD efforts for enterprise data management and data products, culminating with the Arcserve Unified Data Protection product. Define UX strategy and coordinate activities of interaction designers, usability researchers, visual designers, and UI engineers. Following Agile methodology, partner with product management and engineering to ensure that UX goals are met.

EDUCATION

New Mexico State University: *M.A., Human Factors Psychology; 2001*

Organizations: Human Factors and Ergonomics Society

University of Oklahoma: *B.A., Psychology; 1992*

PATENTS

United States Patent 8,941,658: *Method and apparatus for layered overview in visualization of large enterprise it environment*

Inventors: Mankovski; Serguei, Velez-Rojas; Maria, Roberts; Michael C., Kiris; Esin