

SUMMARY: My strengths are in design strategy and advocating for design thinking methodologies. I have a passion for human-centered design and empowering multi-disciplinary teams to design together.

My expertise is in facilitating user experience strategy through discovery workshops, information architecture, presentations, user flows, journey mapping, and visual design consultation. I also enjoy giving presentations on design, culture, and process for clients, creative professionals, and all audiences.

Currently, I'm a UX Manager at a mobile app company. Formerly an Information Architect for complex sites and experience in UX/UI for media companies. I also managed a team of designers that serve as an internal agency for digital advertising.

WORK EXPERIENCE

User Experience Design Manager | Aug. 2017–Present

Phunware • Austin, TX

- I manage and mentor the team of UX designers working with them from concept, storyboard, wireframe, and prototypes through QA. Designs are implemented with strong attention to Android and iOS guidelines.
- In my first year, I restructured the discovery program with improved workshops for ideation and innovation to create more successful products for large customers.
- I also facilitated strategy sessions with leadership to generate a new company culture vision and process to lead the company with design thinking methodologies.
- I led design thinking workshops to train cross-disciplinary teams to innovate on existing products to improve customer satisfaction.
- In this role, I regularly consult customers on UX strategy to customize Phunware products to meet the needs of the end users.
- I host quarterly trainings to improve design team processes and understanding of new approaches to UX. Along with bi-monthly human factors presentations.

Information Architect (UX) | Aug. 2016–Aug. 2017

Mighty Citizen (Formerly TradeMark Media) • Austin, TX

- Led design thinking workshops directly with client executives and marketing teams to understand business objectives and create a UX strategy.
- Lead strategy of site architecture and design process with wireframes, prototypes, site maps, and user flows.
- Collaborate closely with development team and clients as concepts are put designs into production and provide quality assurance of the designs.
- Provide consulting and support to company executives and other staff on projects.
- Manage relationships with mission driven organizations.

LEADERSHIP SKILLS

- Workshop Facilitation
- Strategic Planning
- Product Management
- Usability Consultation
- Collaborative Design Facilitation
- Creative Direction
- Process Implementation
- Management & Team Leadership
- Employee Professional Development
- Visual Identity
- Recruiting

DESIGN SKILLS

- UX Strategy
- Design Thinking Workshops
- Collaborative Ideation
- Prototyping
- Wireframes
- Journey Maps
- User Flows
- User Research
- Usability Testing
- A/B Testing
- Visual Design
- Project Management

TOOLS

- Adobe Creative Suite
- WordPress
- Axure
- UXPin, InVision, Atomic
- Sketch
- Keynote
- Jira

Digital Creative Manager (UX/UI Designer) | Nov. 2013–Aug. 2016

Media General (Formerly LIN Media now Nexstar) • Austin, TX

This position is a hybrid focus on UX/UI for all Media General digital broadcasting products and creative director of the digital advertising run on the enterprise properties.

- Executed user/market research, wireframes, prototypes, and iterations.
- Wrote documentation and trained digital editorial teams across the country
- Communicated concepts and created prototypes for two separate teams of developers for Android/iOS apps and the enterprise sites.
- Advocated to executives and oversaw the conversion to fully responsive site design and mobile apps redesign in 2014.
- Oversaw the strategic transition from Adobe Flash to HTML5 standards.
- Provided creative direction for a team of 6 designers to improve design, techniques, and processes while creating high-impact digital ads.
- QA and approval of all digital advertising created by the team of designers.
- Mentored designers on professional development and performance reviews.
- Wrote company digital ad standards and guidelines .
- Trained sales on new digital advertising products for national teams.

Sr. Designer | Nov. 2010–Nov. 2013

Media General (Formerly LIN Media now Nexstar) • Austin, TX

- Led the design and testing of rich media display ad campaigns and landing pages. Provided creative feedback for junior designers to improve designs.
- Project and assignment management for the team.
- Provide technical support to sales managers and wrote documentation.

Interactive Designer | Sep. 2009–Nov. 2010

Media General (Formerly LIN Media now Nexstar) - KXAN-TV • Austin, TX

- Designed interactive news graphics to enhance the story experience

Designer, System Analyst | Sep. 2007–May 2009

Signage Specialist • Denver, CO

Freelance Artist, Designer, and Speaker | Jan. 2006–Present

SoulPainter Creative Services • Texas

- Freelance speaker and workshop facilitator
- Craft graphic design projects, and creative consultation for print and digital with a focus on non-profit organizations.
- Work on select projects of fine art with a focus on oil and acrylic paintings and for custom illustrations.

FEATURED

Information Architects Summit 2017

[Presentation: How to Design for Multilingual Users](#)

Mar. 2017

Vancouver, BC, Canada

EDUCATION

The Art Institute of Colorado

June 2007–Mar. 2009

Denver, CO

Graphic Design

Excellence in Portfolio Award,
Magna Cum Laude

John Cabot University

Aug.–Dec. 2006

Rome, Italy

Theology Major and Fine Arts

Minor

Saint Mary's University

Aug. 2005–May 2006

San Antonio, TX

Theology Major

LINKEDIN

References, additional notes, skills, and unrelated experience can be seen on my LinkedIn profile:

[linkedin.com/in/soulpainter](https://www.linkedin.com/in/soulpainter)