

SONYA FAITH WARREN

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M o b i l e : 4 6 9 - 8 7 8 - 8 4 8 8

AMERICAN FIRST FINANCE

May 25, 2017 – Present

Director of UX and Digital Media

8585 N. Central Expressway Suite N-1000
Dallas, Texas 75247

Patricia Nelson (855) 725-1188

- Design front end user interfaces customized to the needs of the user and the intended purpose.
- Periodic review of user interfaces for any necessary updates and to insure consistency in the look and feel across all interfaces
- Consult with the project stake holders to identify the right product to use to develop new user interfaces
- Consult with project stake holders and advise on best design practices to arrive at an end-product that meets all the visual and functional requirements.
- Create software road maps and identify modules and assign importance
- Wire frame and prototype modules, provide use cases and user testing
- Prototyping user interfaces for project stake holders to aide in the decision-making progress of the final look and feel.
- Consult with the QA/BA Engineers in developing and implementing test plans for existing and new user interfaces.
- Front-end UI development overview, insuring modules are reusable and maintainable.
- Code review of front-end development to insure code has been written using industry best practice.
- Development and analysis of analytics for improved customer experience.
- Consult with team members regarding branding and marketing techniques to reach a broader audience for the products we offer.
- Consult with C-Level Executives for determination of best software to use for CRN, Marketing, and Analytics

Corporate:
 AMERICAN FIRST
FINANCE

Corporate Website: I developed the customer experience design and worked with all the C-Level executives in the company to craft a vision for the company corporate website. When I started at AFF, their website resembled something from the 80's and their image was not one to promote trust that the company was indeed cutting edge or had technology new customers might want to use based on the serious lack of design on the corporate site. Explaining this concept to C-Level executives and sales was no easy task and content gathering and creation was probably one of the biggest struggles I have had in my career because their desire for a new corporate website was minimal. Once complete however the company gained over 40% new revenue and additional holistic companies that used the sight to sign on and receive their financing options for their store customers. It was a remarkable turnaround in the last quarter of 2017 that I believe was in large part to the new corporate image and branding I implemented.

Initiatives:


Initiatives: I ran many sales initiatives for new in store POP. Created wireframes for processes around funding and returns, worked on new designs for the Dealer Portal, Quick Loan screens, and Beta Collection Pages that are still in their infancy and not far from a green screen. I designed the Consumer Payment Portal using "Mobile First" strategy as we concluded the end users mainly used mobile technology to pay their bills. I developed plans to do user testing with the Customer Service Representatives to gain more intel on what they really needed versus what management thought they needed. Conducting interviews on my own and trying to drive better user experience in areas often neglected in companies where hundreds of users actively need a better User Experience.

SMU COX SCHOOL OF BUSINESS

March 1, 2016 – Present

Digital Acceleration Advisory Board Position

Advisory Board Member providing support and oversight to SMU's Digital Accelerator program that prepares professionals with the latest digital strategies and tools in order to gain the skills & knowledge to take advantage of the Digital Revolution. Also attended the Digital Acceleration Program completing their training with certification.

AVANADE, INC.

May 9, 2016 – March 1, 2017

UX Manager, User Experience Team Lead South Central USA

5221 N. O'Connor Drive
Irving, Texas 75039

Amie Frickel (469) 420-2000

As a XD/UX Group Manager there is a whole arsenal of CRM Applications and Analytics Tools that I use, and a lot of practices that I bridge to be effective in what I do. I have 20 years of experience architecting and planning new processes for business enterprises in the digital space. I can take the 10,000-foot view and break it down into simple user experiences that make businesses run better and users enjoy their experiences. This expertise translates to better business processes and user adoption.

- Direct and manage program development and implementation, including budget planning and preparation, business requirements and measurement metrics
- Define project scope, goals and deliverables that support business goals in collaboration with cross-functional and cross-operating company teams
- Develop working plans and associated communication documents in collaboration with cross-functional and cross operating company teams
- Manage quality data and metrics collection, reporting and related activities
- Program management and development, including enhancements to customer experience and operational efficiency
- Use metrics to identify issues, make decisions, track improvements
- Present project updates and status to various stakeholders including Executive Management
- Assist Learning and Development to facilitate design and deployment of application, including training programs
- Plan and engage various partners when necessary, including: Labor Management, Technology Integration, Asset Management, Standard and Procedures, Network Operations, Marketing
- Communicate with executive management and field management on project status, risks, and opportunities
- Prepare high-level business presentations using MS PowerPoint, including usage of relevant data as appropriate for Business Development purposes

- Interact with and direct third-party vendors
- Develop and document business requirements, including possible system applications and APIs for integrating mature applications

Rockwell: **Rockwell Automation:** I managed the customer experience design and release strategy; helped Rockwell Automation scope and define the requirements of the first waves (MVE – Minimum Viable Experience) of customer experience changes; guide experience and scope decisions around several digital initiatives including: authenticated customer experience (portal), repair eCommerce, subscription management and sign-on/registration initiatives.

Skills: Prior experience managing user experience and creative design teams. Prior experience facilitating concept workshops, leading ideation sessions, and coaching team members through concept creation.

Pfizer: I analyzed the needs of the target users and how they perform tasks to create an optimized user experience. I managed a team of developers, offshore designers, and trained an intern.

Provided wire-frames, high fidelity comps, and a style guide

Provided approach on how to best handle community sites that are highly customized with SharePoint Designer

Created the development plan for implementing:

- HTML, Bootstrap (the framework for implementing responsive design)
- Incorporate html/bootstrap code into SharePoint master pages, CSS, JavaScript, etc.
- Manage Offshore UX Design Team
- Trained a new Information Architect Intern

LIQUIDITY SERVICES, INC.

February 4, 2016 - April 9, 2016

UX Manager

3000 Internet Boulevard # 190
Frisco, Texas 75034

Chris Wilson (972) 294-7350

Liquidity Services needed a UX Manager to come in and inject their User Experienced Designers and Front End Designers into the AGILE SCRUM environment they were just adopting. They had no idea how to utilize User Experience to better their process and had let development run ahead of the requirements being mapped out by the Product Owners. They found they were duplicating work and re-doing a lot of development efforts. Liquidity wanted someone to come in and quickly assess the situation and do a course correction so they could hit tight deadlines. They had invested 25 million into this project and it was quickly getting out of hand as every aspect of the business wanted the application to replace processes; like warehouse management, even the Salesforce application for their sales department to qualify leads and give clients access. The business had bloated the project with internal process replacement and still was thinking they could build the application in such a way as to be Software as a Service (SaaS) and sell it to potential clients.

MARKET6, INC.

January 21, 2013 – January 21, 2016

UX Manager

500 Lake Cook Road Suite 150
Deerfield, Illinois 60015

Dave McLean (630) 501-1761

Joined Market6 to help them build their Digital Strategy for their Brand of Products. I lead the efforts to improve user experience within a variety of homegrown, CMS and foundation applications for a software for sales (SaaS) startup now worth 120 million. The users of these applications vary from Supermarket manager to their Vendors like Hershey's, Coke, Frito Lay, Land of Lakes, P&G and more. It was a multifaceted application with many challenges and can be called a BIG DATA application, as it manages in store inventory as well as warehouse inventory, ad sales, and forecasting. I am also responsible for managing Design Standards across all the Market6 applications.

OnDemand: **Market6** Managed the Digital Data Strategy, with Sales and Product Managers putting the initial discovery documents together, site maps, wire frames and workflows for Dashboards and Data Intelligence. Worked with the Product Management Team to gather information about the company's goals and strategies, identify their competition and target audience and came up with strategies to improve user experience and application performance.

Vantage: **Vantage** Provided valuable management experience in the design and delivery stage of the Vantage product. Consulted with an outside firm called FuzzyMath to interact with the Product Managers and Vendors to get the requirements and design hi-fidelity mock ups, which were implemented into the actual code base, utilizing WebSphere Development Studio Client and a combination of code repositories for simultaneous code integration from developers.

Foundation: **Market6** Foundation was the in-house application the client called the "Vendor Lab" for the grocery chain we contracted with. We took this application out of their environment and re-designed and re-imagined it into Vantage, DemandView and renamed OnDemand. This was the baseline for all our applications as we rebuilt and moved everything to the cloud making it SOX and HIPPA compliant and is so much more than it was.

CLICK HERE

July 19, 2012 – November 12, 2012

Consulting as the Lead UX Manager for The Richards Group, Richards Analytic, and Click Here

8750 N Central Expressway
Dallas, Texas 75231

HR (214) 891-5378

A Digital Division of the Richard's Group 'Click Here' was to do all Digital Strategy in house for the Agency. Unfortunately, TRG did not line up enough business to continue to employ the large team they had amassed to make it through the winter holidays when most companies shut down all development efforts due to Holiday Sales and poor Employee turn out. A large portion of my work was in creating a huge amount of possible mobile applications fishing for work from existing clients like Home Depot, Scott & White, AHOLD, QT, and Corner Bakery. I also completed many projects for clients that were leaving TRG due to an unforeseen circumstance (They kept ChickFil'a despite the protest of many clients after their stance on giving charitable donations to organizations that supported AIDS research).

Royal AHOLD USA:



Royal AHOLD: I worked on the Digital Strategy, Sales with the PMs putting the initial discovery documents together; site maps, wire frames and workflows. Traveled onsite to the client in Hershey, PA and did discovery with the Royal AHOLD USA Management Teams.

Home Depot:



The Home Depot: Wireframed and designed two iPhone applications and a Video Chat Help Module for HomeDepot.com. This was work done to try to drum up business...

- [Future of Sharing](#) – Mobile Social Application Concept (Axure HTML)
- [Quick Fix Application](#) – Mobile Concept (Axure HTML Wireframes – click to view them)
- [Video Chat Help](#) – Web Module Concept (Axure HTML Wireframes – click to view them)

PANCAN:



Pancreatic Cancer Action Network: Worked with the PANCAN Management Teams out in Manhattan Beach, CA to design the architecture and wire frames for their new interactive online annual report. This was a cooperative effort with Richards Analytics to gather the requirements, and The Richards Group to do the creative.

- [Online Annual Review](#) – (Axure HTML Wireframes – click to view them)

Scott & White:



Scott & White: I worked internally with our Digital team to develop a digital sitemap of the Scott and White Ecosystem as it stands and formulate a plan to manage and best engage their customers in the future with emerging technologies they are implementing, and how best to leverage those assets.

RSVP5: Provided valuable feedback in the delivery stage identifying usability issues before soft launch of the Corner Bakery reservation system.

- [RSVP Workflow PDF Document](#) – RSVP System to “Receive Appointment for a Free Lunch”
- metroPCS: 4th Fighter iPhone Application:** proofed creative for any Usability issues.

MetroPCS:



Casio:



CASIO: Projector Sweepstakes Web Application: I created clickable low fidelity wire frames of the application and worked all the way through proofing the final design.

Quik Trip: Mobile Website and iPhone Application: Wireframed about 80 pages for both the QT Mobile Application and the Mobile Website.

QuikTrip:



GoRVing:



Go RVing: RV Selector Tool: Re-architecture of the “Find an RV” Application, the client wasn’t happy with the initial design and asked for it to be redone. My wireframes made the client happy enough to let us move ahead into creative and delivery of the proposed application.

Fruit of the Loom: Corporate Website Wireframes: Helped another UX Architect finish out the last of the wire frames for hand off during delivery and proofing.

Fruit of the Loom:



DreamFund:



Dream Fund: Corporate Website Wireframes: Helped another UX Architect finish out the last of the wire frames for hand off during delivery and proofing.

TIMBERHORN

June 13, 2012 – July 6, 2012

UX SME: Subject Matter Expert

3000 Internet Blvd Suite 100
Frisco, Texas 75034

HR (469) 238-0000

American Airlines:



American Airlines: (UX FED: Subject Matter Expert) Interfaced with multiple teams and Business Owners doing analysis, design, and enhancements for the corporate eCommerce AA.com social aspects of the website. Worked with the mobile department to enhance and update all the coding efforts going forth with AA.com to utilize HTML5, CSS3 and work to make the site conform to W3C and WCAG guidelines. Was tasked to help with the analytics and implementation of analytics to give them more usage data from their weblogs and from Gigya (Facebook login) to improve the usability of the website based on user click paths. Current analytic usage was negligible while they had bought and paid for many high-end analytic software packages but were not leveraging them to their fullest capacity.

NET.ORANGE

March 12, 2012 – June 8, 2012

UX Manager: User Interface Architect & Data Integration Designer

5000 Quorum Drive Suite 400
Dallas, TX 75254

HR (972) 550-0568

Net.Orange:



Net.Orange: Worked on the company’s patented clinical Operating System (COS™) leveraging existing legacy systems, such as electronic medical records (EMR), health information exchanges (HIE) and claims, in real-time, to allow hospitals, physician practices, employers and payors to work together and thrive in a value-driven accountable healthcare environment, regardless of the payment model. COS-powered applications provide predictive analytics and care coordination workflows for all stakeholders in the care continuum; Including physicians and their staff, hospital administrators, community care providers, disease and wellness management coaches, health plan administrators, patients and their caregivers. Immediate benefits include reduced readmission and a significantly enhanced visibility into real-time constraints such as personnel and facilities, and to the success/risk factors for profitably participating in value-based purchasing and bundled payment (ACO) models.

PERFICIENT, INC.

August 23, 2010 – March 12, 2012

Lead UI/UX Manager: UX Architect, Engagement Manager, Data Analytics

Consultant & Developer, QA Analyst, Engagement Manager

5465 Legacy Drive
Plano, TX 75024

HR (972) 212-8900

Perficient:



Perficient: As a part of the National User Experience Practice I was engaged on several top fortune 500 projects where I led the efforts to build out applications across many fortune 500 industries for widely different user bases and industries. I built touch screen POS applications, Business-to-Business applications, websites that worked in tandem with mobile and tablet technology, huge help desk applications seen by millions. I also worked data rich applications, and for companies managing properties across the world. I also worked on White House Projects and government projects. I was even put in place of a director for Fossil for all “new development” and while everyone’s stock went down with the Tsunami, Fossil’s stock doubled due to all their online sales. Once that was accomplished Fossil handed me every website they owned to improve upon.



Advanced Auto Parts: (Lead UX Architect & Engagement Manager) Interface with the Business Owners doing analysis, design, and enhancements for the “Find It Fast” application slated to replace their existing Point of Sales Application in over 300 stores, which is intended to also serve as a kiosk in stores and eventually be online, and replace their POS Application. I led a team of over 40 resources consisting of UX Designers, Developers, DBAs, Business Analysts, and mixed resources from Perficient, AAP, and other agencies. I was also the Engagement Manager – managing the resources on site that were working to redesign the company intranet, and extranet resources.

- [Find It Fast](#) – Point of Sales Wireframes (Large PDF)
- [Corporate Intranet](#) – User Experience Concept – Shadow Mock Up
- [AdvanceAutoParts.com](#) – Major Car Parts Distributor & Retailer

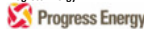
Dell (Integrify):



Dell: (Lead UX Architect) Participated in analysis, design, and enhancements for a business to business application cross selling other companies’ products alongside Dell’s for computers, laptop and other hardware. Designed and tested high-fidelity wireframes of the application for Business Owners to use in sales pitches and User Testing and Training. Also conducted a training class in Axure to get developers, designers, and Business Analysts up to speed to start prototyping the application and capturing the requirements in one location collaboratively.

- [Integrify.com](#) – Major Computer Wholesaler Retailer
- [Integrify Wireframes](#) – Wireframes (Very Large PDF)

Progress Energy:



Progress Energy: (Lead UX Architect) Participated in every phase of the site conception from mood boarding, wireframing, to high-fidelity comps and detailed functional wireframes and user testing, user acceptance testing, analysis of user patterns through analytics and testing, design, and enhancements based on the user studies, web logs and analytics. Was involved in every aspect of this project from combining three companies into one entity with visual preference testing for the look/feel, to wireframing, prototyping, and hi-fidelity mock-ups and design of their website, tablet and mobile applications.

- [Progress-Energy.com](#) – Major Electrical Supplier
- [Progress Energy from Beginning to End](#) – Samples of Artifacts Used

LENOVO:



Lenovo: (Lead UX Designer) Led a seven person team doing analysis, design, enhancements, testing of a customer facing and call center application to troubleshoot and provide warranty parts replacement for computers, laptop and other hardware. Designed and delivered the final high fidelity mockups and participated in the wire framing, requirement gathering, and hi-fidelity design comps.

- [Lenovo.com](#) – Major Computer Retailer
- [Lenovo Wireframes](#) – Warning Large PDF of entire Support Section
- [Lenovo Hi-Fidelity Comps](#) – Warning Large PDF

First Data Corp:



First Data Corp: (Lead UX Architect) Led the team doing analysis, redesign, enhancements and testing of a customer facing and call center applications to troubleshoot and determine the best way to approach uniting all their internal one off applications built for credit card processing. Participated in User Testing, Contextual Interviews, A/B Testing, Wireframing, Mood Boarding and Data Analysis.

- [FirstData.com](#) – Major Credit Card Processing Company
- [First Data Wireframes](#) – Large PDF
- [First Data Mood Boards](#) – Large PDF

Cassidy Turley:



Cassidy Turley: (Front End Development) Participated in a team doing HTML5, CSS3/LESS and jQuery Front End Development from Hi-Fidelity Photoshop Comps of the design to implement on the Corporate Extranet and a consumer facing website. (6-15-2011)

- [CassidyTurley.com](#) – Major Property Management Company

DEED:



DEED White House Project for Unemployment Benefits (Lead UX Architect)

Participated in functional wireframing of the Reemployment section of the CareerOneStop.com/Reemployment Website for Unemployed people reaching the end of their benefits. This was a project commissioned last minute by the White House to address the needs of users losing their Unemployment Benefits (referred to as “96’ers” - those reaching the end of their 96 weeks of benefits), that would need more help finding jobs and other benefits. Banners on Benefits.gov and other government agency websites would be pointed and redirected to this site for information. I was told that even the Secretary of State reviewed what we created and gave us kudos! It was a very short lead-time, 2 weeks, from conception to completion.

- [CareerOneStop.com](#) – DEED White House Initiative
- [Wireframes](#) – DEED White House Initiative Wireframes

Fossil:



Fossil: Acted as the **Director of New Development** at Fossil for multiple teams of internal and external (Perficient) resources for the new WatchStation.com website where all the Watch Brands Fossil sells in house would live on one site. The website worked with the individual brands to create a unique site providing a branded microsite as well as sell their products in line with all the other brands Fossil distributes. I also worked on the Diesel international websites, and worked on making all the International websites for Fossil brand in Japan, Germany, Italy and many more countries. This was due to the success of working with the Product Managers to re-shoot all of their products and utilize Triggered APIs to put products on the top of the website and categories based on popularity. This resulted in Fossil Stock being doubled in the middle of a tsunami!

- [WatchStation.com](#) – Major Consumer Retailer
- [Watch Station Functionality](#) – Large PDF of Proposed Site Functionality
- [Watch Station Shareholder Presentation](#) – Large PPT Presentation
- [Watch Station Comp](#) – Large PNG of Concept
- [Fossil.com](#); Japan Double Byte Version, Germany, Italy and the UK version of Fossil.com
- [Dieselland.com](#) – Diesel; Germany, Italy and UK.

RCG IT**February 16, 2010 – August 20, 2010****Contractor: UX Architect, Creative Consultant & Sitecore Developer**3900 N. Dallas Pkwy Suite 150
Plano, TX 75093

Brandi Mantz (972) 244-6250

Contracted to the **Boy Scouts of America National Headquarters** to rebrand their national website, work on new web strategies, and reorganize their intranet and council operations websites that are internal to the organization. Design, implement and build applications within their Sitecore and SharePoint Environment. Roles include Information Architect, User Interface Designer, and User Experience Designer; building design mockups, prototypes, user test cases, workflows and wireframes. I helped size and determine the level of effort for anything they wanted to do web related. It was a great experience, the Boy Scouts rock!

Boy Scouts of America:



Responsible for contributing and helping design/update the National Boy Scouts website while designing and implementing prototypes into the live Sitecore environment. Also, actively worked on the intranet building various Workflows and Wireframes for demonstration and planning purposes.

- [Boy Scout Variation Designs](#) – Posters for a Boy Scout Ad Campaign (Scout Roush and critiqued by Faith)

COLLABERA INC.**August 2009 – December 2009****Contractor: Creative Consultant, Data Mining, & Developer**1707 Market Pl. Blvd Suite 280
Irving, TX 75063

Cashmira Contractor (214) 687-0700

Consulted for **Blue Cross Blue Shield of Texas**. Application design and implementation for BCBS sales application. The EPP application was being built to compile all the elected benefits and the individual employee's enrollment information into one tool that could accurately forecast what a large fortune 100 companies would pay for benefits for their employees. As a consultant, I worked directly with the Business Owners (High level Management in charge of the overall application decisions) to design, implement and build interlocking applications within their Java Environment utilizing RAD7 and CVS code repositories in their development environments. Roles included; Information Architect, User Interface Designer, and Lead User Interface Designer. Activities: HTML/CSS/LESS generation, Java development, building design mockups, prototypes, user test cases, and wireframes.

BCBS:



Was responsible for contributing and helping design/update the EPP, and BA Applications while responsible for implementing those HTML/CSS/LESS prototypes into the live Java Development environment using a CVS code repository to check in/out code. Documented and helped build out a Flash reporting tool for management that reported on the utilization of the website and how much money was sitting in queue to be processed and/or sales lost. I also actively worked on the BCBS intranet building various Flash movies for demonstration and training purposes.

- [EPP Prototypes](#) – Enterprise Portal Platform
- [BA Prototypes](#) – Business Acquisitions
- [NDC Dashboard](#) – NDC (Flash & Action script) Dashboard

VIGNETTE CORPORATION**November 2007 – January 2009****VPS: Senior Creative Consultant and Engagement Manager**1301 S. MoPac Expressway Suite 100
Austin, TX 78746

(512) 741-4300

As a member of Vignette Professional Services I worked with Vignette clients to collaboratively to design, implement and build applications within the Vignette CMS on various versions and environments. Roles included Information Architect, User Interface Designer, and Lead User Interface Designer; building design mockups, prototypes, user test cases, and wireframes. All while working directly within the Vignette Portal code and CMS to achieve their goals.

UT Southwest:



UT Southwest: Responsible for implementing the new UI design for the UTSW website on Vignette Portal. This was a site re-design project in Vignette Portal acting as a UI Designer and liaison between developers, business owners and a design firm to ensure new branding and requirements are implemented and coded as documented. Was also the CSS UI Guru implementing the design into the Vignette Portal application JSP pages and Flash video players, banners, and XML dynamic Flash.

- [UTSouthwestern.edu](#) – Educational Portal

CSAA:



CSAA: Responsible for implementing the UI for the new "Discounts" section. Worked on the overall site re-skinning project while acting as a liaison between developers, business owners and designers to ensure new branding and requirements are implemented as documented while maintaining existing and providing additional documentation. This included hands on development and implementation of CSS, JavaScript and other AJAX controls into the JSP Portlets with Flash banners, and Flash Action scripting.

- [CSAA.com](#) – California AAA Member Savings Portal

HMA:



Health Management Associates Inc: Responsible for the entire UI design and implementing a new Vignette Portal built to replace their current PULSE (McKesson Application) system for physicians to handle the day to aspects of dealing with Patients in a hospital environment. Plans were to roll out the Physicians Portal to over 300 Hospitals. Designed; workflows, Use Case scenarios, Functional Wireframes, and mockups for the site design. After being laid off from Vignette the client engaged me through a Vignette partner to continue to implement the site I designed into the JSP Portlets developed by an off shore team and some local talent.

- HMA.com – Corporate Website
- [HMA HTML Comps](#) – For Physician Portal (Not all pages link this was an HTML Demo)



American Red Cross:

American Red Cross: Led the User Experience and re-branding effort for the American Red Cross corporate organizational website. Liaison between developers, business owners and designers to ensure new branding and requirements are implemented as documented while providing a lot of that documentation and implementing the new design into the Vignette Portal application by hands on coding CSS into the new JSP Portlets.

- RedCross.org – Live this January



NASA:

NASA: Implemented design changes into the website by touching existing Java code and CSS and JSP Portlets, and developed UI wireframes, and other Information Architecture Documentation to ensure new branding and requirements are implemented as documented into the Vignette CMS.

- NASA.gov – Government Website that gets 3.8 billion hits annually



Travel Channel:

Travel Channel: Implemented design changes into the website by touching existing Java code and CSS and JSP Portlets, and developed UI wireframes, and other Information Architecture Documentation to ensure new branding and requirements are implemented as documented into the Vignette CMS.

- TravelChannel.com – Travel Site



NBC iCue:

NBC iCue: Responsible for implementing UI elements within a design built by another firm for the NBC iCue Team to insert a new JSP portlet into the Vignette website that adheres to the company's branding and requirements.

- iCue.com – Business News Site



PepsiCo:

PepsiCo: Responsible for implementing the UI elements from a design built by another firm for the PepsiCo Team to ensure new branding and requirements were implemented as documented by moving hard coded HTML into the Vignette CMS application and implementing the CSS into JSP portlets within the site.

- PepsiCo.com – Intranet



Martha Stewart

Martha Stewart: Implemented design changes into the website by touching existing Java code and CSS and JSP Portlets, and developed UI wireframes, and other Information Architecture Documentation and artifacts to ensure new branding and requirements were implemented as documented into the Vignette CMS.

- MarthaStewart.com – Media, culinary, and eCommerce Website



Fox Business:

Fox Business News: Responsible for implementing a design built by another firm for the Fox Business News Team into the Vignette JSP Portlets to ensure new branding and requirements were integrated as documented.

- FoxBusiness.com – Business News Site



Grant Thornton:

Grant Thornton: Consultant on the User Experience and re-branding effort for Grant Thornton's corporate internet site. Liaison between Java developers and business owners to ensure new branding and requirements were implemented as documented.

- GrantThornton.com – Financial Application



GE Money:

GE Money: Responsible for design comps, workflows, wireframes, and implementing the User Interface Design into the Vignette CMS and JSP portlets custom coded for the environment.

- GEmoney.com – Credit Card Web Site

COMTEK GROUP

June 2007 – November 2007

Contractor: UI Designer, IA & Sitecore Web Developer

1565 N. Central Expressway Suite 200
Richardson, TX 75080

HR (972) 644-6600

imc2:



Information Architect, User Experience Designer, Ektron, and Sitecore CMS Specialist

- **Premier Healthcare Providers Corporate Website Redesign** – utilizing Ektron an external companies' CMS & Axure for Wireframe Development
- **Premier Healthcare Providers 3 Subsidiary Website Redesign** – utilizing Ektron an external companies' CMS & Axure for Wireframe Development
- **Express Scripts** – A Pharmaceutical Company that provides a 3 months' supply drugs at a time, redesign and redeploy their application on the Sitecore 6.0 platform utilizing .Net 3.5, SOAP, XSL, Silverlight, and AJAX
- **Vail Resorts** – User Experience Brief for the Vail Colorado Resorts
- **Cymbalta** – DepressionHurts.com – IA on various functional aspects of the website.
- **Mezavant Sales Aid for UEGW Conference** – Workflows, Wireframes, and Flash ActionScript development for a touch screen interactive sales aid for the UEGW conference in Paris, France
- **Johnson & Johnson** – Competitive Site Reviews of 5 DePuy websites that are arthritis related
- **Kimberly Clark** – Competitive Site Reviews of Huggies, Kleenex, and Scott Tissues

TRUE SOLUTIONS INC.

February 2007 – June 2007

Director of Marketing & Application Development (CMO)

5001 LBJ Freeway Suite 125
Dallas, TX 75244

CEO: [Wes Balakian](#) (972) 770-0900

Network Administrator, Manager, Marketing Collateral Designer, Application Developer; JavaScript, Perl, PHP, HTML, ASP, VB, XML, ACT, SharePoint, and osCommerce.



Projects:

Marketing, Network Administrator, Manager, Collateral Designer, Application Developer; JavaScript, Perl, PHP, HTML, ASP, VB, XML, ACT, SharePoint.

- [True Solution Website](#) – PHP osCommerce Website that was designed by Leve10 that was inherited with many security issues, lack of SSL certificates, and needed to be customized to function as it was intended. (View my job description and qualifications on the TSI website!)
- [Network Redesign](#) – Managed the redesigned and redeployment of the entire the Server/Network Infrastructure:
 - 2 Linux Web servers
 - 1 Exchange Server
 - 1 SQL Application Server to run SQL, ACT, and SharePoint
 - 1 Backup Server
 - 1 Windows Web Server
- **Sharepoint** – Installation and intranet deployed not configured and complete.
- **ACT** – Redeployed and integrated to use SQL and share a database with SharePoint and the Website eventually.
- **Marketing** – Redesign and redeployment of all Marketing Collateral, Ads and Web Marketing efforts.