

Faith Warren



Experience:

- User Interface Design
- Accessibility Design
- Design Guidelines
- Offshore Design Management
- UX Management & Direction
- Responsive Design
- Dashboard and Portal UX
- Big Data Analytics
- Mobile E-commerce
- Financial Applications
- Pharma and Healthcare Applications
- Usability Studies & Testing
- Use Case Scenarios

Director of User Experience, Digital Marketing & Product Management

I have over 25 years experience helping fortune 100 companies transform their businesses through customer-centered designs and strategies. My background is in Application Design, Product Strategy, and Product Management and have expertise in User Experience Design, Information Architecture, User Experience, User Research, User Testing and integration with Agile to build better products and streamline workflow and product inefficiencies.

I specialize in Design & Application Development, within engagements my contributions include; Concept Development, Product Owner, Guideline Governance, Creative Team Management, Accessibility Reviews, and User Experience Management.

I have worked with a diverse set of companies such as Microsoft, Fossil, Advance Auto Parts, BCBS, HMA, Boy Scouts, AA, NBC, FOX, IBM, HP, DELL, AAA, and Financial Companies like First Data, Grant Thornton, American First Finance and GE Money. I have a successful track record of developing strategic solutions using appealing application designs, total solution strategies, user experience for analytics as well as dashboard/portal solution design. For instance a single pane of glass for a Hybrid IT Cloud company to display their user's environments, system health and overall status of their BaaS, DRaaS, IP bandwidth, power and cloud utilization.

I led the local and offshore teams as the Creative Group Manager for Pfizer's Mobile Intranet and SharePoint redesign. I have also been on teams to push Rockwell Robotics to think "CX" (Customer Experience) and implement it into their organization as a practice. I have also been on the Whole Foods Market Team endeavoring to guide their next iteration of their web presence before Amazon bought them.

I am an active Alumni and Board Member of SMU on their Digital Advisory Board helping shape the next generation of UX students in the Texas region.

