Sonya "Faith" Warren

Director of UX and Product Owner

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 and Product Strategy and I have expertise in User Experience Design, Information Architecture, User Experience and User Testing.

I specialize in Design & Application Development, within engagements my contributions include; Concept Development, Product Management/Ownership, 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, 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.

At Avanade, 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 CXO business practice team.

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



faith@faithwarren.com

View online portfolio

AMERICAN SIGN Home About Us - Sign Up Now!

Dealer Login Customer Login Make a Paymen

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 45 million in new portfolio growth and additional holistic companies that used the site to sign on and receive their financing options for their store customers in additional industries.

It was a remarkable turnaround in the last quarter of 2020 that I believe was in large part to the new corporate image and branding I implemented.

https://www.americanfirstfinance.com



American First Finance



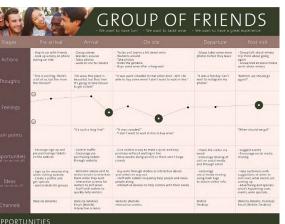
InfoGraphic

I worked with all the departments to get the statistics to show what a great year American First Finance had after the implementation of the corporate website and branding changes.

Treasury Wine Estates



		- We enjoy wi	TOURI ne - It's our first time to a winery - We	SIS want to try new wines	- We want to explore
	Discovers winery through online research and visits the winery website Uses google maps to find ways to get there.	Looks for signs and directions Theads reviews on mobile to find the best place to start winery journey.	Manages to find wine tasting stations Tastes some wine Wants a way to remember what wines they tasted Varthas a bottle of wine Wonders about delivery of wine	Goes heme uses Google maps to find their way back	- Writes a review - Posts photos on social media
	"This place has good reviews. I have high expectations!"	"It's love here, but where should I start? Is there a map I could look at?"	"I should take a photo of the wine label to remember it I wender if I can buy this online and get it delivered?"	"Hope we don't get lost"	"It was a good experience"
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	0	"Where should I start? I have no idea where I am"	"There are too many wine names to remember!" "Can I get this delivered instead of carrying it home?"	"I don't want to get lost"	
	Ingage customers Advertise and promote Leverage review sites	- Maps - Staff interaction	Cive customers a way to remember the wine halp customers with a quick and easy purchase Delivery	Thank the customer encourage sharing of visit give special discounts for an uber ride	Help customers remembe the experience - Encourage sharing of visit
	 Ask customers to sign up through website for specials and discounts Suggest ways of getting to the winery on website Leverage review sites to advertise winery. 	- Have staff guide the visitor on things to do around the winery - Interactive screens that visitors can rely on for direction around the winery	 Logged in users can rate wines, make a list of their favourite wines or wine wishlist through the website – click and collect; purchase wines through online website, mobile or interactive screens and have it sent home through delivery. 	- For people who aren't goad with directions, if they wish, have them call an uber and get 10% off the ride	- List of favourite wines see to email - Advertising and specials: what's happening soon, events, wine specials
	Website (Mobile, desktop)	Tablets (staff) Interactive screens	Website (Mobile) Email (Mobile) Interactive screens	Mobile	Website (Mobile, Desktop) Email (Mobile, Desktop)
PORTU	NITIES				
ery on site Advertis ery on reviev i.	to do around the e winery using a tablet.	and make a list of their favourite wines through the website.	through online visitors with website, mobile their needs. or interactive screens and have products sent home through delivery.	a discount, courtesy of the winery.	email: what's happening soon, events, wine specials.
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	Obtain visitors contact details through sign up, through Wi-Fi or social media while they are on site.	Welcome videos sent to email after sign up showing what's available at the winery based on traffic.	Staff with tablets to quickly help visitors with their problems or queries.	Interative screens on site to help visitors with their needs.	Buy wine through mobile or interactive device and collect on way out.	Emi with of w nex eve con
4	-					

- Booked the tour online - Looked up reviews online	- Arrives in car - Greeted by tour guide at entry	Tour guide shows them around Tastes wines at different tasting stations Takes a ride on the gondola Takes a hottes of wines on site Has a picnic	- Finish the tour - Leave to go home in car	- Reflects on visit - Wish they had a list of wines during the tour
"I'm so excited I can't wait to go on this tour, I love wine!"	"Mmm, pretty crowded here, I hope we wan't be late finding parking"	"This is lovely, I wish I had a way of remembering which wines I likedBut oh well. I really don't want to carry these bottles of wine around with me"	"What a nice day. The tour guide was darling."	"What a nice tour, I wish I had a list of all the wines that I tasted so I can show my friends"
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	"Man it's crowdedi"	"Ican't remember the wines I liked" "This was a heavy purchase!"		"I can't remember which wines I tasted"
- Sign up customers	- Control traffic	- Clive visitors a way to remember the wine - Halp visitors with a quick and easy purchase - Help visitors with heavy purchases	Thank the visitor Encourage sharing of visit	- Help visitors remember the experience - Encourage sharing of visi
 Pre purchasing tickets online through mobile or website to avoid waiting in line. Sign up for membership through email/social media and create a profile. 	- Sign up/login through wifi or social media - Welcome videos sent to email after sign up showing visitors what is available to do at the winery based on traffic	 Interactive screens to help visiters with their problems Sign in through will/social media and keep track of wine list, favourite wins Click and collect buy via mobile or interactive screen and collect on the way out. Send a gift out to a Triend from the gift store 	- Call and uber and get 10% off the ride	- List of favourite wines sentto email - Advertising and specials: what's happening soon, events, wine specials
Website (Mobile, desktop)	Website (Mobile) Email (Mobile) Interactive screens	Website (Mobile) Email (Mobile) Interactive screens	Mobile	Website (Mobile, Desktop) Email (Mobile, Desktop)

VISITOR JOURNEY - CONNECTED CELLAR EXPERIENCE THE SENIOR'S VISIT TO STERLING



8

VISITOR JOURNEY - CONNECTED CELLAR EXPERIENCE THE TOURIST'S VISIT TO STERLING DEPARTURE

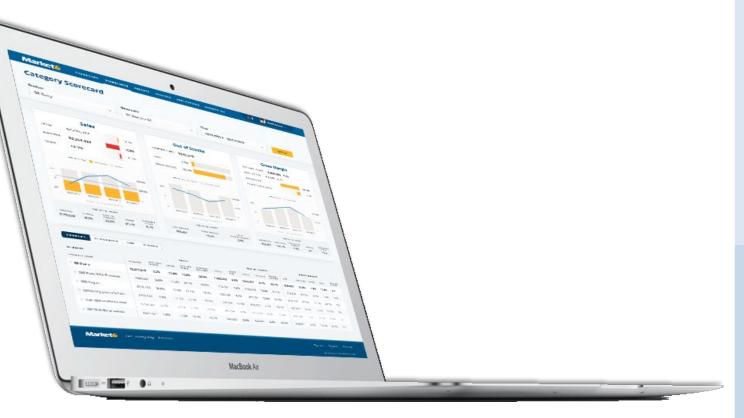
Market6

BIG DATA Visual Design

I lead the efforts to improve user experience within a variety of homegrown, CMS and foundation applications for a software for sales 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 definitely be called a BIG DATA application, as it manages in store inventory as well as warehouse inventory, ad sales, and forecasting.



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Dairy	\$2,276,379	0.2% -10.9%	10.9% 5	53.5% 1,333,50	02 3.8%	\$245,907	9.7%	85.7%	\$399,907	-24.9%	7.9%	17.9%	-5.7	▶ 31
60 Fluid Milk Products	\$889,331 -	- 5.6% -11.2%	39.1% 6	69.9% 415,45	57 4.8%	\$103,879	10.2%	91.1%	\$13,879	-91.1%	3.1%	1.5%	-15.8	▶ 31
062 Yogurt	\$548,450 1	5.5% -12.5%	24.1% 4	13.4% 500,46	68 3.1%	\$67,131	10.5%	84.0%	\$167,131	24.1%	41.1%	29.1%	2.5	

\$338,546 -3.6% -12.1% 14.9% 53.7% 147,748 11.9% \$38,879 1.1% 84.3% \$82,879 -15.9% 0.9% 20.9% -3.5

\$254,548 -2.7% -8.5% 11.5% 25.5% 149,654 2.0% \$15,204 8.5% 56.8% \$80,204 1.5% 20.5% 31.5% 1.1

\$237,457 1.8% -7.0% 10.4% 46.7% 120,580 -3.3% \$20,804 5.0% 83.8% \$59,804 -3.4% 15.4% 25.4% -1.4

Category Scorecard

Market6

063 Refrig Juices/Drinks

064 Eggs/Muffins/Potat

061 Milk By-products

Market for everyday heroics

Product		Geography		Time		
05 Dairy	~	01 Division 01	×	2013 PRD 8 - 08/24/2013	~	APPLY

DASHBOARD SCORECARDS REPORTS ANALYSIS APPLICATIONS MARKET6, INC

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Promotional Evaluation

Market6

03/13 08/10/13

Product Geography Time 05 Dairy V 01 Division 01 V 2013 PRD 8 - 08/24/2013

DASHBOARD SCORECARDS REPORTS ANALYSIS APPLICATIONS MARKET6, INC





PREV 1 of 6 NEXT LAST

08/17/13 08/24/13

	NOTION	N.			PL	AN				FINAN	IALS		INCE	EMENTA	LSAL	ES	AVE	RAGEP	RICE	OUT OF	STOCKS
DESCRIPTION	AD DESC	SCT#	SECTION NAME	START	END			QTY	DOLLARS	UNITS	G M\$	RATE	TURN\$	INCR \$	ACTL UNIT LIFT	UNIT	PROM PRICE	SELLNG PRICE	%DISC	LOST\$	% LOST
							492	10	\$976,379	654,502	\$99,907	17.9%	\$245,907	\$676,379	-0.73	-0.71	\$1.72	\$1.67	0.0%	\$245,907	9.7%
Dannon Multipa	Main	22	Internet	08/12/13	08/24/13	14	24	10	\$689,331	45,457	\$3,879	1.5%	\$103,879	-\$89,331	-1.18	-1.00	\$1.99	\$1.96	0.2%	\$103,879	10.2%
Dannon Multipa	Special	22	Grand Opening	08/12/13	08/24/13	7	22	10	\$548,450	5,468	\$17,131	29.1%	\$67,131	\$58,450	0.35	0.67	\$1.00	\$0.99	0.5%	\$67,131	10.5%
M6 Greek Yogurt	Main	17	Features	08/12/13	08/24/13	1	20	10	\$338,546	47,748	\$2,879	20,9%	\$38,879	\$8,546	-0.75	-0.12	\$1.99	\$1.96	0.1%	\$38,879	1.1%
Yoplait Yogurt	Main	1	Spec. Price Pt Rollers	08/12/13	08/24/13	35	25	10	\$254,548	19,654	\$8,204	31.5%	\$15,204	\$24,548	1.23	1.05	\$1.00	\$0.99	0.5%	\$15,204	8.5%
Chobani Greek Y	Special	705	Spec. Price Pt Rollers	08/12/13	08/24/13	28	19	10	\$237,457	20,580	\$9,804	25.4%	\$20,804	\$17,457	-1.34	-1.54	\$0.76	\$0.76	36.0%	\$20,804	5.0%
M6 Yogurt (Exc 6	Main	702	Display/Not Advert	08/12/13	08/24/13	14	22	10	\$338,546	45,450	\$17,131	1.5%	\$103,879	\$24,548	-0.75	-0.12	\$1.99	\$1.96	0.1%	\$245,907	9.7%
Dannon Multipa	Main	22	Internet	08/12/13	08/24/13	7	8	10	\$689,331	45,457	\$3,879	1.5%	\$103,879	-\$89,331	-1.18	-1.00	\$1.99	\$1.96	0.2%	\$103,879	10.2%
Dannon Multipa	Special	22	Grand Opening	08/12/13	08/24/13	7	22	10	\$548,450	5,468	\$17,131	29.1%	\$67,131	\$58,450	0.35	0.67	\$1.00	\$0.99	0.5%	\$67,131	10.5%
M6 Greek Yogurt	Main	17	Features	08/12/13	08/24/13	1	20	10	\$338,546	47,748	\$2,879	20.9%	\$38,879	\$8,546	-0.75	-0.12	\$1.99	\$1.96	0.1%	\$38,879	1.1%
Yoplait Yogurt	Main	1	Spec. Price Pt Rollers	08/12/13	08/24/13	35	25	10	\$254,548	19,654	\$8,204	31.5%	\$15,204	\$24,548	1.23	1.05	\$1.00	\$0.99	0.5%	\$15,204	8.5%
Chobani Greek Y	Special	3	Display/Not Advert	08/12/13	08/24/13	28	19	10	\$237,457	20,580	\$9,804	25.4%	\$20,804	\$17,457	-1.34	-1.54	\$0.76	\$0.76	36.0%	\$20,804	5.0%
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APPLY

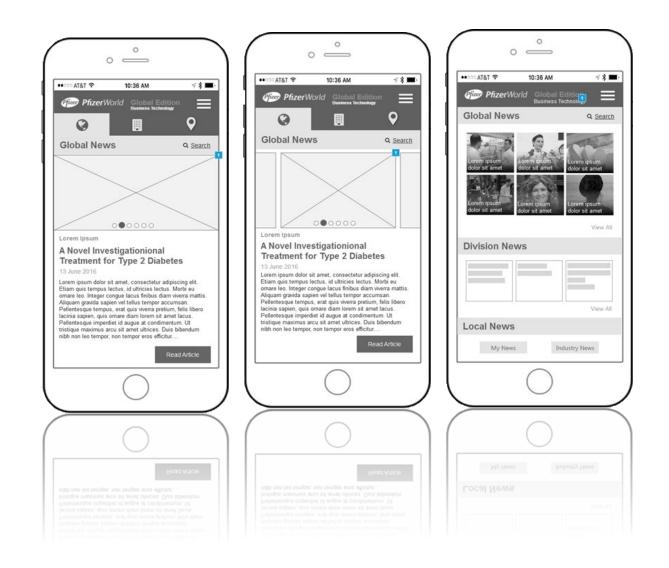
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PfizerWorld Intranet

Mobile Wireframe Examples

I led the efforts to make the PfizerWorld Mobile intranet more mobile friendly while they were undergoing a SharePoint migration.

By prototyping several iterations the business owners were able to come to a consensus on the final home page design seen on the next page.



PfizerWorld Intranet

Tablet & Phone Hi-Fidelity Comps

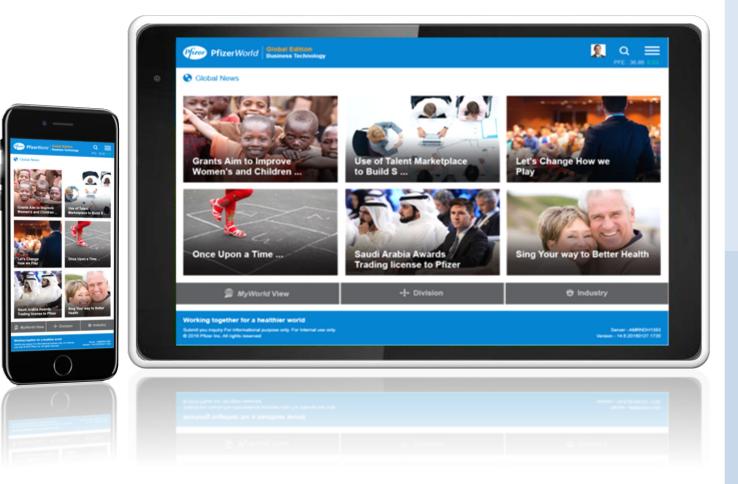
These were the final Home page screens for mobile (they also conceded it for web) and phone.

Global News in Tablet view wraps to two images and three down, with the MyWorld View, Division, and Industry buttons at the bottom.

On swiping up or down the MyWorld View tab becomes active and shows the next section.

The buttons at the bottom act as anchors as well and jump you to that section.

Clicking on an image takes you to the Article View.



AAA of Southern California

Mobile Experience

Designed, developed, tested and delivered a suite of services in a multi-platform mobile app, integrating system APIs from the national clubs and custom-mapping APIs from Bing Maps.

AAA members can:

- map their location
- summon a tow-truck
- create a detailed accident report in just a few taps.
- They can also find AAA offices
- Find AA discounts
- connect directly with a member representative by phone.
- Non-members can join AAA directly from the application.



Fight 4 Cancer Research

Mobile Experience

As part of it's work with the Fight 4 Cancer Research foundation, we designed and developed a mobile application that allowed supporters to:

- View fund raising goals
- Contribute a donation
- Make a comment through Twitter
- Track donations

We used FURL so users could track the donations their individual emails generated.



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Feature Platform Story

Shop Platform)

Marc By Marc Jacobs Platform

>

Watch Station by Fossil

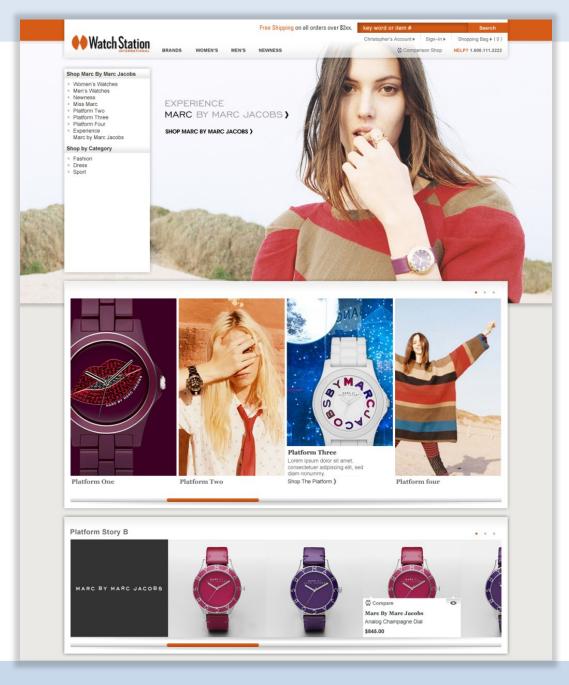
Web eCommerce Application

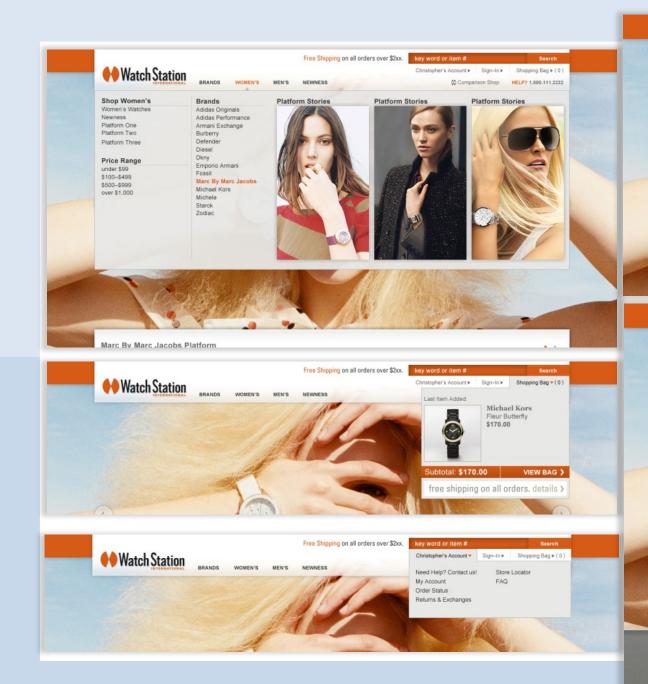
The idea behind Watch Station was that Fossil could stop maintaining all the micro sites for the brands they make.

So each brand would have a landing page they could specifically brand and control what items were on sale and have a place for banners and ad campaigns.

This became the foundation for all Fossil.com websites because it used triggered APIs to bring popular items to the top based on click patterns and social media activity.

Visit: watchstation.com





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 HELP? 1.800.111.2222

O Compare

Feature Platform Story

Feature Platform Story

Shop Platform)

MARC BY MARC JACOBS

Marc By Marc Jacobs Platform

http://www.watchstation.com

Lenovo Support Site

Large Retailer Support Website

Built and worked from wireframes to create a series of high fidelity mockups for five pages Lenovo deemed they needed to go forward with their design. The idea was to stop calls coming into their call center asking if they were still able to get support for their device. Also created all the icons for the Lenovo site, a library of sorts for them to pull from, and definitions on which to use and where. This is where I gained knowledge of triggered APIs

		End User* Default Home *Running Internet Explorer See: Not Running Internet Explorer pages
		Notes
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Support	Tell Us About Browse Products Run Auto-Detect Use Quick Par	th
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NOTE! The Global Footer run the full width and at the bottom of every page. It is NOT in a fixed position.	HOME PAGE IS SCROLLABLE. See: Extended Home Page – All Users page.	×

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Career One Stop

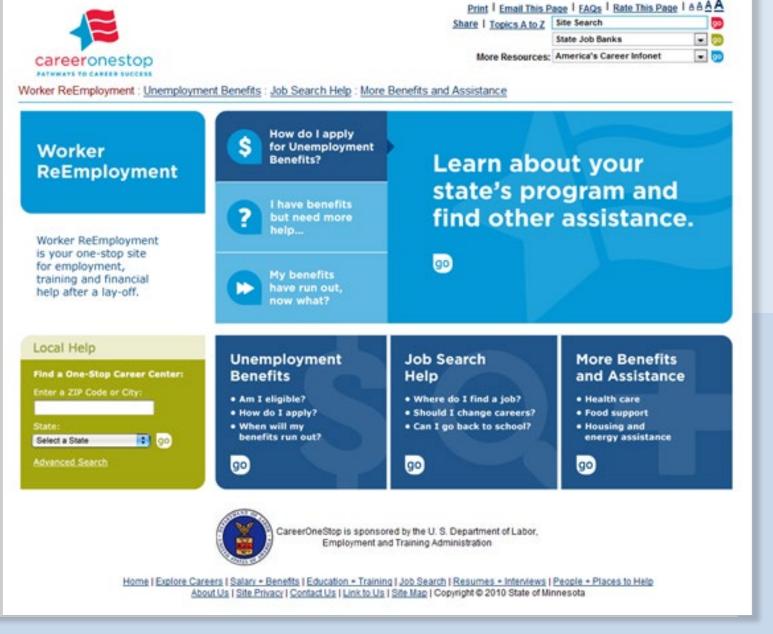
DEED Whitehouse Project

This was a project commissioned last minute by the White House to address the needs of users loosing their Unemployment Benefits (referred to as 96'ers), 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 the site we created and gave us kudos for a 2 week turn-around.

Visit: careeronestop.org



BJC Healthcare

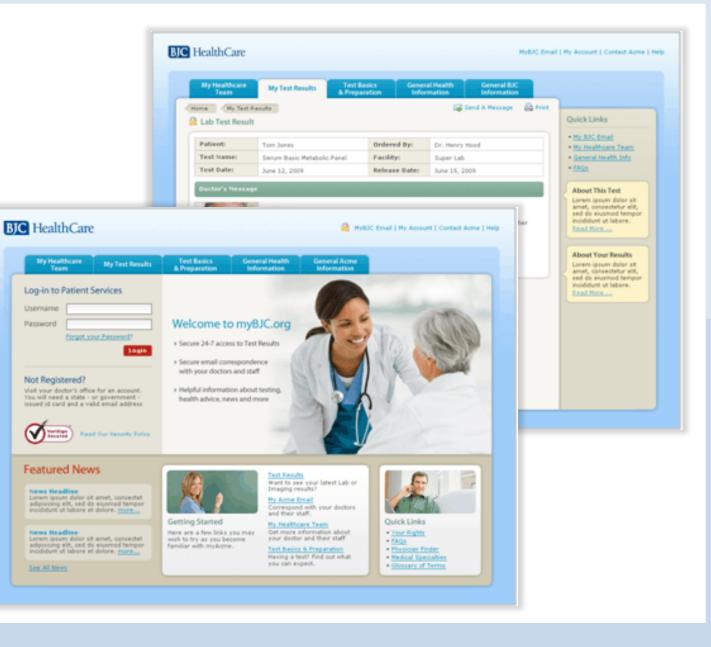
Healthcare: Patient Portal

I helped architect a patient portal for BJC Healthcare that provided a new platform for doctor/patient communication.

The site allows patients to take a more active role in their healthcare with the ability to access test preparation information, online test results and integrated e-mail correspondence with their healthcare providers.

This site had access to patient data so it had to be HIPPA compliant and follow a plethora of legal requirements about safety and usability for those with disabilities.

Visit: bjc.org



HMA

Healthcare

Heath Management Associates is a perfect example of iconography winning the day. We gut checked the icons to see if the users associated the tasks to the icons and increased click through the application by 200%.

English as a Second Language Users (ESL) also increased their productivity by 75% and the turn around to discharge patients went up by over 150%!

This site has been designed with interchangeable CSS to mimic the coloring of any Hospital it was implemented in. A marvel when done in 2007, and still good looking by today's standards.

Visit: hma.org

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🛍 Census List	View more news items. Communications Off Joe Smith	ficer:
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Clinical Results	5811 Pelican Bay Bl	lvd.
View and sort clinical results by	Suite 500 Naples, Florida	
department, date, last given or many other criteria.	34108 media@HMA.com	
Medications		
administration of your patient's medications. Drill down into the		
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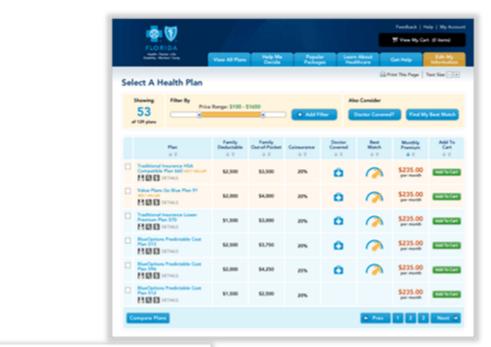
BCBS Member Portal

Healthcare: Consumer Portal & Mobile Interface

I was tasked to work with BlueCross BlueShield of Florida's internal marketing, development and user experience teams to engage users and design a new member portal.

The site, which provides access to health plan and patient information, was developed with a wide audience of users in mind, so it needed to provide multiple ways of accessing information, which included a mobile interface.

Visit: bcbs.com





Harrison College

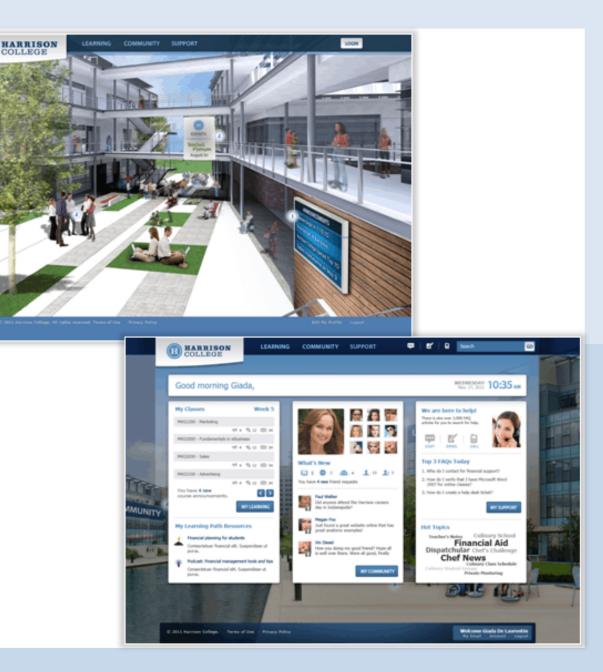
Education: Learning Portal

I tackled the virtual learning environment creating a 3D virtual campus that serves as a backdrop for the students.

Also included in the effort was the mapping and planning of contextually relevant recommendations for improving the learning experience as well as participation in social groups that meet your personal and learning profile.

I worked extensively on User Testing, User Acceptance Testing, and utilizing test case scenarios to make certain the results of the site fit what the business had defined. We did Stakeholder Interviews as well as moderated testing for results on the completed design experience.

Visit: harrisoncollege.org



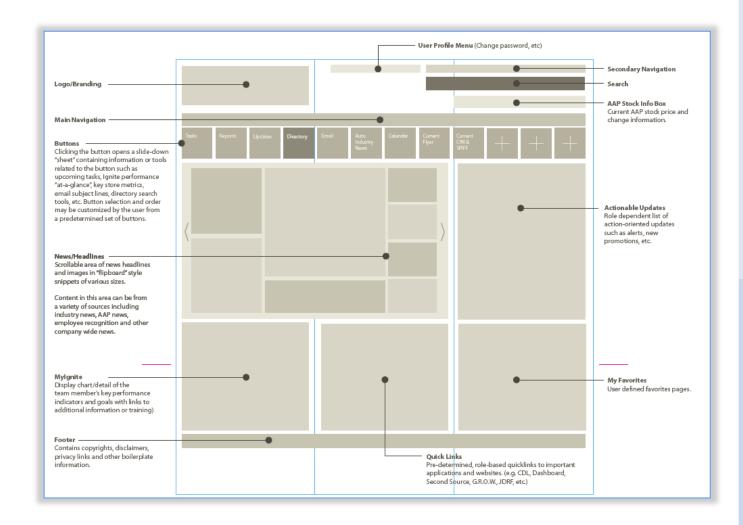
Advanced Auto Parts

Intranet Concept

I did this shadow mock up to generally lay out content when I was on the Advanced Auto Parts Point Of Sale application. I had occasion to be sent to the intranet to find things and wanted to help them make it more user friendly.

I used this to display a concept of how to better lay out the AAP intranet.

I find that shadow mockups like this one without specific content gets a mixed set of users to the drawing board sooner than one with specifics that might turn the discussion from what needs to be up there. I find intranets are highly volatile, teams come to think of it as their "turf" and it's hard to get them talking about what NEEDS to be accessible.



Mobile, Web, and Tablet Applications

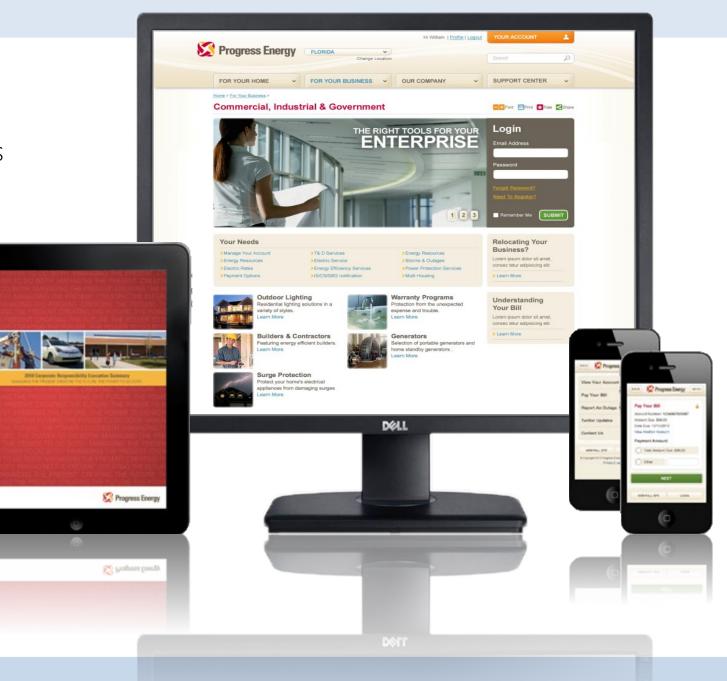
Designed and developed a crossplatform experience for Progress Energy.

This included:

- A new web site redesign
- Conversion of traditional offline communications to an interactive iPad application
- Creation of a customer mobile site that was optimized for iPhone and Android devices

This experience was validated for against section 508 guidelines and WCAG Level 2 compliance through an extensive accessibility review.

Visit: progressenergy.org



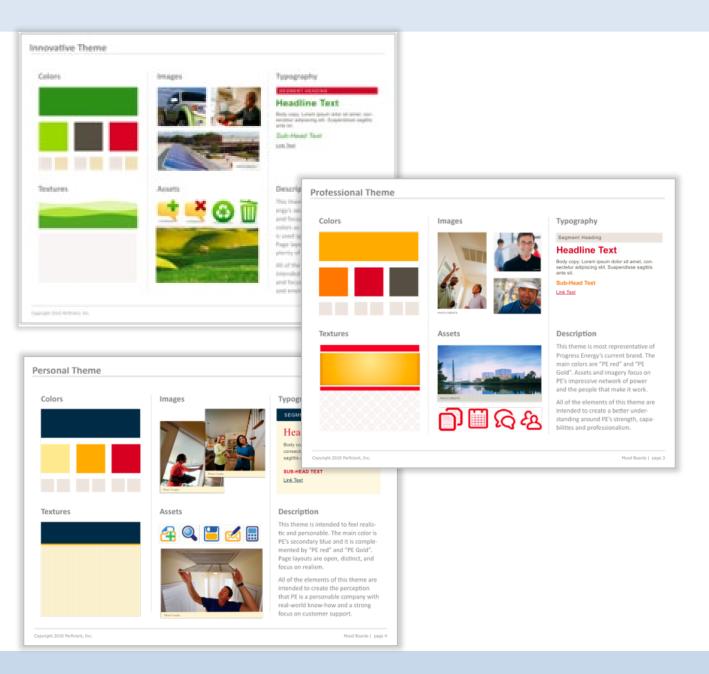
Confidential © Copyright 2020 Faith Warren. All Rights Reserved.

Mood Boards

We had to create Mood Boards for Progress Energy because it was previously three companies with very disparate color pallets and logos becoming one entity.

These mood boards visually communicate the intended messaging of the site through the use of branding, textures, color, typography and composition.

Through an iterative design process as the UX Expert I can refine the Mood Boards into a single concept that can be used as a jumping point for the visual design.



Visual Preference Testing

In order to quantify the effectiveness of a visual design I implement visual preference testing. This is a process that provides metrics for gathering feedback and evaluating design as an independent variable.

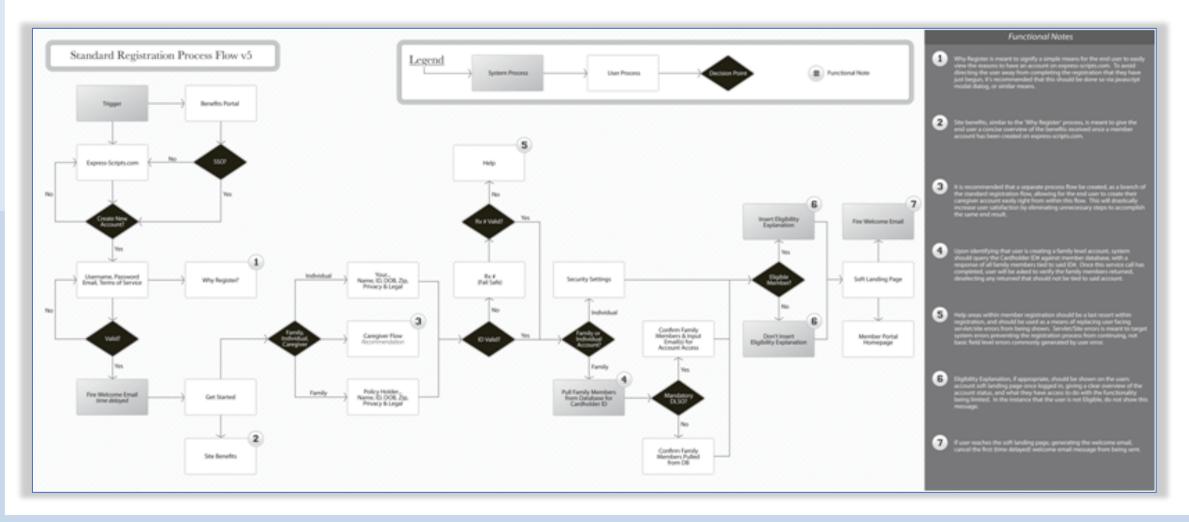
This is typically done with a Semantic Differential Survey, which measures the connotative meaning of various visual concepts by rating them on a bipolar scale.

After receiving feedback, we will refine and narrow the designs iteratively to create a single validated design.

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Task Flows

To accurately portray the major usage scenarios, I start out with usage flows that identify the key decision points along with the design system action for each user response. The helps set the groundwork for the requirements of the site.

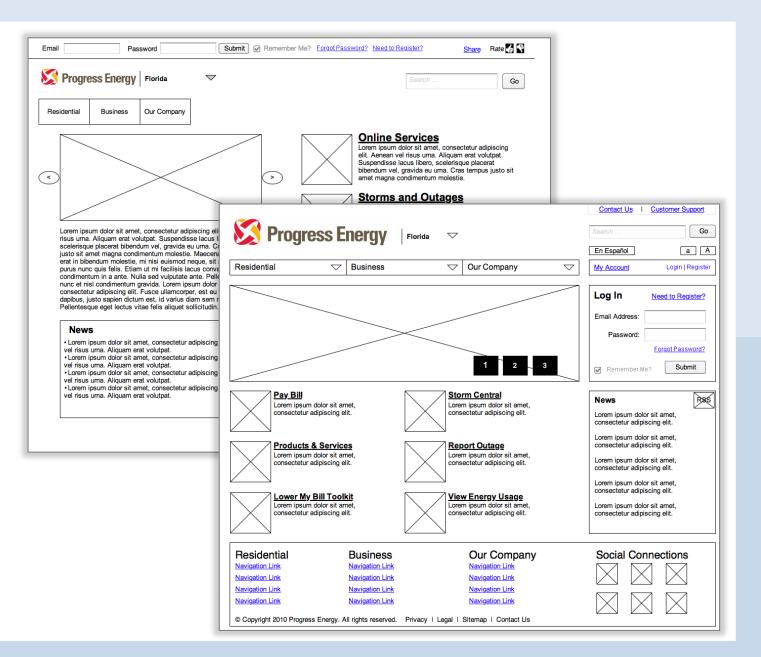


Interactive Prototyping

I explore potential solutions through an iterative process.

An interactive prototype defines the layout and functionality of the user interface and allows the Business owners to experience the solution faster.

With an interactive model I can gather feedback early in the design process.



Detailed Design

The detailed design is a deeper dive into the various screens, and components that will be included within the site.

This effort requires planning around reusable components and screen layouts. It provides the groundwork for page templates and component functionality that will be developed for the site.

Home 1.1 Share Get Help ∇T Front Plate: View Progress Energy Florida 60 For Your Home 🗢 For Your Business 17 Our Company 107 Your Account Log In Need to Register?" Email Address Paratuscient Farmer Password? the rotating banner. 5 2 Submit 2. Login Box 1946 Pay Your Bill Products Services Energy Efficiency Norma Loren ipeun dolor amet Lowin ipsum dolor small Lorem (peum dolor emetadadaa. consecteur ediplecting. consectator adiciacing. consistentur adiplecting. orem ipsum dolor sit arrest. 3. consectator adjoucing all. Your Energy Usage Report Outage Start/Stop Service Lorent (peurs dator amet.) Loren (peurs dolor amel. Loren ipsum dotor artest and the lease of content and actions. Loren ipeun dolor sit amet, consectatur adiptecting. consectatur adiplacing. consectatur addiscing. consectetur adiptecting elit. 4. News Component. Need To Get Help Working With Us... Social Connections **Progress Energy** Pay Your Bill Support Center Carpins Report As Outson Knowledge Base Suppliers. First Energy Tipe Contact; Us Economic Development Start/Stop Service Customer Forums Media Room En Espeñol Outside Maph Corporate Responsibility 10 Press Relation St Energy Exchange Postings © Copyright 2010 Progress Energy, All rights reserved. Privacy 1 Legal I Shemap I Contact Us



The home page template is designed to support frequently updated content and also promote key features that user are looking for.

- 1. Flexible Messaging Area Rotating content area that features latest promotions and key messaging. Includes manual controls to flip through
- Prominent login area for users to access their account quickly.
- Main Content Area Calls to Action Listing to help drive users to desirable
- Latest feed of news releases from

Visual Design

The user interface design begins with static mockups based on the finalized mood board concept and wireframe prototype. The mockups combine the branding and visual communication established in the high-level design along with the layout and functionality of the interactive prototype.

Through an iterative design process, the initial comps are refined and modified into a single concept that demonstrated the intended visual design through a sample home page and sample interior page.

