

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.



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[View online portfolio](#)

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>

The screenshot displays the American First Finance corporate website. The header includes the company logo and navigation links: Home, About Us, Sign Up Now!, Dealer Login, Customer Login, and Make a Payment. The hero section features a collage of diverse people using mobile devices, with the text "Mobilize Your Process" and "New mobile app makes applying faster for everyone!" and a "Learn More" button. Below this is a section titled "ABOUT AMERICAN FIRST FINANCE" with three key features: "24 mo." for affordable payments, "0 Req." for zero money down, and "\$5 K" for up to \$5,000 in approvals. Each feature has a "View details" button. A form asks if the user is interested in getting American First Finance for their business, with a "SUBMIT" button. The next section highlights four benefits: "Supercharge Sales" (leveraging mobile technology), "Increase Efficiency" (50% shorter applications), "Kwik Dealer Portal" (cloud-based dealer portal), and "Secure and Efficient" (customer application anywhere). The "INDUSTRIES" section lists various services: Automotive Repair, Furniture, Tires & Rims, Plumbing & HVAC, Cosmetic, and Flooring, each with a circular icon and a brief description of the service.

AMERICAN FIRST FINANCE Home About Us Sign Up Now! Dealer Login Customer Login Make a Payment

Mobilize Your Process

New mobile app makes applying faster for everyone!

Learn More

ABOUT AMERICAN FIRST FINANCE

24

mo.

Affordable payments with up to 24 month terms.

View details »

0

Req.

Zero money down for qualified applicants.

View details »

5

K

Up to \$5,000 Approvals!

View details »

Interested in getting American First Finance for your business?

See if your company is eligible to set up one of our programs in your store!

Email

SUBMIT

Supercharge Sales

Want to leverage mobile technology to supercharge your store sales? American First Finance has a short mobile application that works on any device.

Increase Efficiency

With applications that are 50% shorter, the time to make a decision on applications is super fast! Sales can be funded directly into your corporate bank account.

Kwik Dealer Portal

Cloud-based Dealer Portal can integrate into your shopping cart or stand alone for you to complete the sale.

Secure and Efficient

We let your customer apply anywhere they want and how they want; you get a completed sale!

INDUSTRIES

We service a number of industries across the country. Here are a few.

Automotive Repair

Labor and parts included with Retail Installment Contracts.

Furniture

Warranties, deliveries and sales tax included with Retail Installment Contracts.

Tires & Rims

Roll on with American First Finance! Our Retail Installment Contracts cover installation, services, products, and sales taxes.

Plumbing & HVAC

Special pricing models available to help customers afford bigger ticket must-have items.

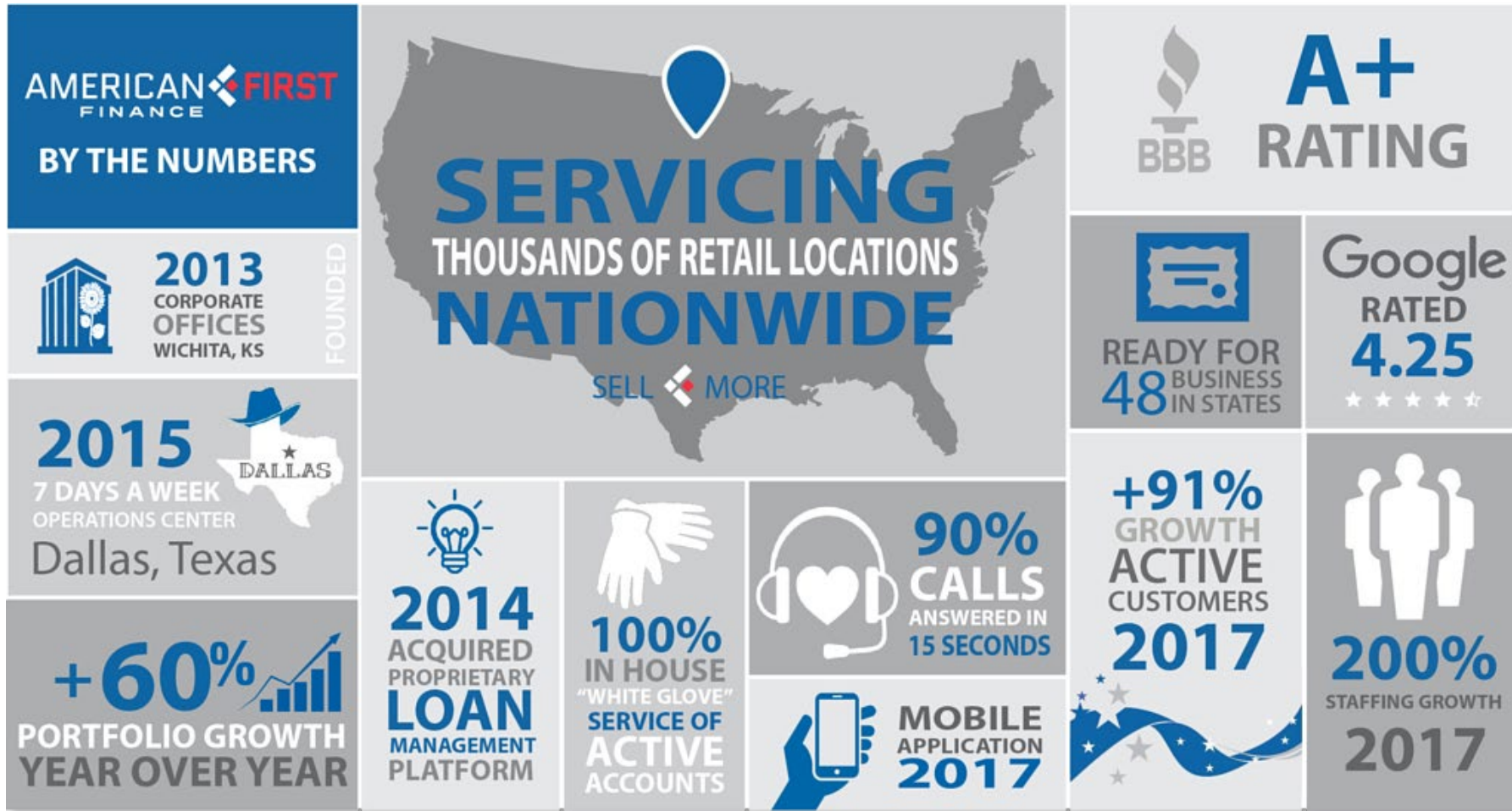
Cosmetic

Dental, tattoos, eyebrows? We can work with your company to enable your customers.

Flooring

Use a program designed for products customers intend to keep, like flooring.

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.

User Personas & Journeys



GROUP OF FRIENDS

- We want to have fun!
- We want to taste wine
- We want to have a great experience

Stages	Pre arrival	Arrival	On site	Departure	Post visit
Actions	<p>Have a chat with friends</p> <p>Look up winery or phone before leaving LA</p>	<p>Group arrives</p> <p>Wanders around</p> <p>Looks at wine</p> <p>Waits in line for tickets</p>	<p>Tastes and learns a bit about wine</p> <p>Wanders around</p> <p>Take photos</p> <p>Runs the gamut</p> <p>Runs some wine after a long wait</p>	<p>Group takes some more photos before they leave</p>	<p>Group talks about winery trip</p> <p>Thinks about going again</p> <p>Group look at social media posts about winery</p>
Thoughts	<p>"This is exciting, there's a lot of us, but the more the merrier so I guess better to get tickets"</p>	<p>"How this place is beautiful, but that line! I wish I had time to get tickets"</p>	<p>"We were quite crowded in that cellar door. Will it be nice to buy some wine! I don't want to wait in line"</p>	<p>"It was a fun day! Can't wait to tag along in my photos"</p>	<p>"Mmmm, we should go again"</p>
Feelings	<p>①</p>	<p>②</p>	<p>③</p>	<p>④</p>	<p>⑤</p>
Pain points		<p>"It's such a long line!"</p>	<p>"It was crowded!"</p> <p>"I don't want to wait in line to buy wine!"</p>		<p>"When should we go?"</p>
Opportunities <small>(what can we look at?)</small>	<p>Encourage sign up and pre-purchase tickets on the website</p>	<p>Control traffic</p> <p>Encourage pre-arrival sign up</p> <p>Encourage pre-arrival sign up via website</p>	<p>Clear visitors a way to make a quick and easy purchase without waiting in line</p> <p>Place visitors along quickly to those aren't large crowds</p>	<p>Thank the visitor on site</p> <p>Encourage sharing of visit on social media and through email</p>	<p>Suggest events</p> <p>Encourage social media sharing</p>
Ideas <small>(what can we look at?)</small>	<p>Sign up for membership</p> <p>Control website</p> <p>Create a profile and get special</p> <p>Special deals for groups</p>	<p>Welcome visitors sent to website via email</p> <p>Control website</p> <p>Encourage pre-arrival sign up via website</p> <p>Staff with tablets to quickly help visitors</p>	<p>Buy wine through mobile or interactive device</p> <p>Staff with tablets to quickly help people and move them through</p> <p>Interactive devices to help visitors with their needs</p>	<p>Encourage sharing</p> <p>Use social media to share wine info</p>	<p>Help customers with their needs</p> <p>Use social media to share wine info</p> <p>Advertising and special, which happening soon, wine specials...</p>
Channels	Website (mobile)	Website (mobile) Email (mobile) Interactive screens	Website (mobile) Interactive screens	Mobile Desktop	Website (mobile), Desktop Email (Mobile), Desktop

OPPORTUNITIES

Special deals for groups

that sign up or book a tour via the website.

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.

Interactive screens on site

to help visitors with their needs.

Buy wine through mobile or interactive device

and collect on way out.

Email customers with suggestions of others to visit next

and what events are coming up.



LOCAL COUPLE

- We love wine!
- We've booked a tour
- We want to try new wines
- We want to have fun

Stages	Pre arrival	Arrival	On site	Departure	Post visit
Actions	<p>Booked the tour online</p> <p>Looked up more wines</p>	<p>Arrives in car</p> <p>Control by group guide to arrive</p>	<p>Tour guide shows them around</p> <p>Tastes several of different tasting stations</p> <p>Take a ride on the gondola</p> <p>Purchase a bottle of wine on site</p>	<p>Finish the tour</p> <p>Look for go home in car</p>	<p>Reflects on visit</p> <p>Wish they had a bit of wine during the tour</p>
Thoughts	<p>"You so excited! I can't wait to go on this tour. I love wine!"</p>	<p>"When, pretty crowded here, hope we won't be late finding parking..."</p>	<p>"This is lovely, I said, but oh well... really don't want to carry these bottles of wine around with me..."</p>	<p>"What a nice day! The tour guide was darling!"</p>	<p>"What a nice tour, I wish I had a bit of all of the wines that I tasted so I can show my friends"</p>
Feelings	<p>①</p>	<p>②</p>	<p>③</p>	<p>④</p>	<p>⑤</p>
Pain points		<p>"Man it's crowded!"</p>	<p>"Isn't it expensive the wines I liked?"</p> <p>"This was a heavy purchase!"</p>		<p>"I can't remember which wines I tasted"</p>
Opportunities <small>(what can we look at?)</small>	<p>Sign up customers</p>	<p>Control traffic</p>	<p>Clear visitors a way to remember the wine</p> <p>Help visitors with bags and easy purchase</p> <p>Help visitors with heavy purchases</p>	<p>Thank the visitor</p> <p>Encourage sharing of visit</p>	<p>Help visitors remember the experience</p> <p>Encourage sharing of visit</p>
Ideas <small>(what can we look at?)</small>	<p>The purchasing tickets online through mobile or email waiting in line</p> <p>Sign up for membership</p> <p>Control website</p> <p>Create a profile and get special</p> <p>Special deals and create a profile</p>	<p>Sign up through website through mobile or email</p> <p>Welcome visitors sent to email via website</p> <p>Control website</p> <p>Encourage pre-arrival sign up via website</p> <p>Staff with tablets to quickly help visitors</p>	<p>Interactive screens to help visitors with their problems</p> <p>Sign up through Wi-Fi social media and keep track of email list</p> <p>Interactive screens to help visitors with their needs</p> <p>Collect on the way out</p> <p>Can get a hot to be filled from the gift store</p>	<p>Can't and uber and get back to the car</p>	<p>List of favorite wines sent to email</p> <p>Advertising and special, which happening soon, wine specials...</p>
Channels	Website (Mobile, desktop)	Website (Mobile) Email (Mobile) Interactive screens	Website (Mobile) Email (Mobile) Interactive screens	Mobile	Website (Mobile), Desktop Email (Mobile), Desktop

OPPORTUNITIES

Sign up for membership on website

and get emails about specials and discounts.

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.

Wi-Fi and social media

and keep track of wine list, and favourite wines.

Interactive screens on site

to help visitors with their needs.

Click & collect

via mobile or interactive screens and collect purchases on the way out.

Advertising via email on specials

which is happening soon, events...

VISITOR JOURNEY - CONNECTED CELLAR EXPERIENCE

THE TOURIST'S VISIT TO STERLING

TREASURY WINE ESTATES

THEMES CONNECTED

INTERACTIONS AND COMMUNICATIONS ARE LINKED AND CONTINUOUS. THEY ARE BASED ON PERSONAL AND CONTEXTUAL INFORMATION ACROSS ALL VISITOR TOUCHPOINTS. THEY ARE DYNAMIC, ADAPTED AND EVOLVING.

PERSONALISED

EXPERIENCES ARE PERSONALISED, CONTEXTUAL AND RELEVANT. THEY LINKED EMERGING NEW KNOWLEDGE AND DATA TO THE VISITOR, IMPACTING THEIR TASTE, BEHAVIOUR AND UNIQUE, THEY ARE CRAFTED, EDUCATE AND INSPIRE.

EASY

INTERACTIONS ARE SMOOTH, INTUITIVE AND SIMPLE. THEY ARE PERSONALISED, LINKED TO NEW PROPERTIES, OFFERS OR WEBSITE ACCESS INFORMATION, ENGAGE WITH PRODUCTS AND TRANSACTIONS.

INTERACTIVE

EXPERIENCES AND INTERACTIONS ARE BROUGHT TO LIFE THROUGH PERSONAL ENGAGEMENT, IMMERSIVE REALITY VIDEOS, INTERACTIVE VIDEO, VIRTUAL AND AUGMENTED REALITY.

PRE-ARRIVAL

ARRIVAL

ON-SITE

DEPARTURE

AFTER

EMOTIONS

STAGE 1: PRE-ARRIVAL

- BOOKING ONLINE
- PRE-ARRIVAL: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE

STAGE 2: ARRIVAL

- WELCOME TO THE CELLAR
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE

STAGE 3: ON-SITE

- WELCOME TO THE CELLAR
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE

STAGE 4: DEPARTURE

- WELCOME TO THE CELLAR
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE

STAGE 5: AFTER

- WELCOME TO THE CELLAR
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE
- PERSONALISED: A PERSONALISED EXPERIENCE

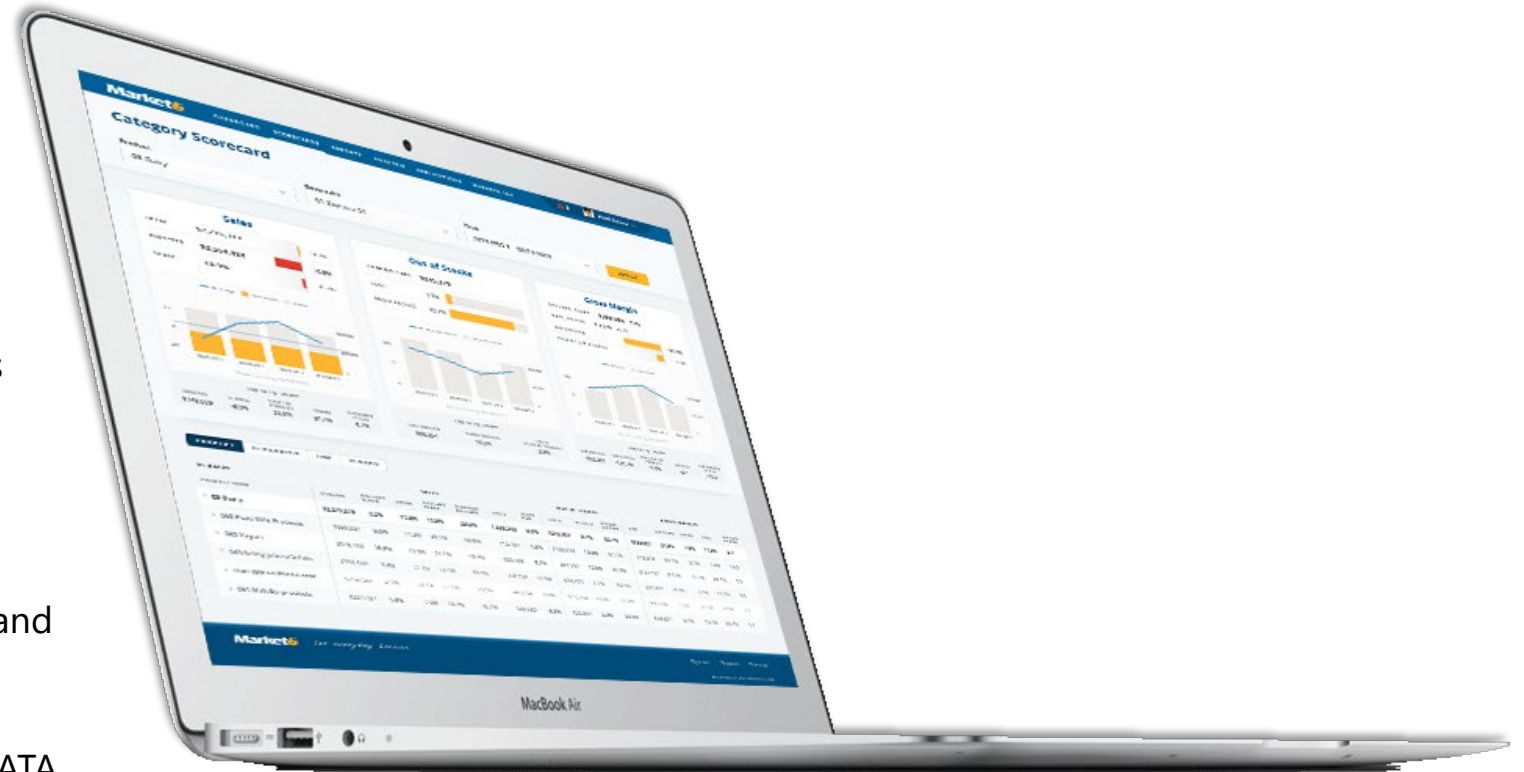
Market6

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.



Category Scorecard

Product

05 Dairy

Geography

01 Division 01

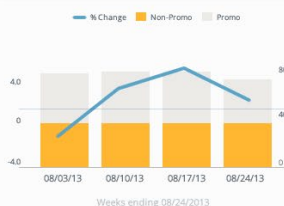
Time

2013 PRD 8 - 08/24/2013

APPLY

Sales

TOTAL	\$2,276,379	+0.2%
EXPECTED	\$2,554,424	-10.9%
SHARE	10.9%	-0.2%



Top 10 By Dollars

DOLLARS	CHANGE	SHARE OF PRODUCT	PROMO	% PROMO \$ PT CHG
\$748,659	-8.0%	32.8%	81.7%	0.7%

Out of Stocks

LOST DOLLARS: \$245,379
LOST 9.7%
FROM PROMO 85.7%



Top 10 By Dollars

LOST DOLLARS	% LOST DOLLARS	LOST \$ SHARE OF PRODUCT
\$88,254	10.5%	3.9%

Gross Margin

DOLLARS, SHARE: \$399,696 7.4%
RATE, PT CHG: 17.6% -5.70
GM CHANGE -24.4%
PARENT GM CHANGE -1.9%



Top 10 By Dollars

GM DOLLARS	GM CHANGE	GM SHARE OF PRODUCT	GM RATE	GM PROMO \$ PT CHG
-\$23,261	-121.7%	-1.0%	-3.1	-16.3

PRODUCT GEOGRAPHY TIME VENDOR

05 DAIRY

PRODUCT NAME	DOLLARS	DOLLARS % CHG	SHARE	DOLLARS SHARE	% PROMO DOLLARS	UNITS	UNITS % CHG	LOSTS	% LOSTS	PROMO % LOSTS	GMS	GM %CHG	SHARE	RATE	GM RATE PT CHG
▼ 05 Dairy	\$2,276,379	0.2%	-10.9%	10.9%	53.5%	1,333,502	3.8%	\$245,907	9.7%	85.7%	\$399,907	-24.9%	7.9%	17.9%	-5.7
▶ 060 Fluid Milk Products	\$889,331	-5.6%	-11.2%	39.1%	69.9%	415,457	4.8%	\$103,879	10.2%	91.1%	\$13,879	-91.1%	3.1%	1.5%	-15.8
▶ 062 Yogurt	\$548,450	15.5%	-12.5%	24.1%	43.4%	500,468	3.1%	\$67,131	10.5%	84.0%	\$167,131	24.1%	41.1%	29.1%	2.5
▶ 063 Refrig.Juices/Drinks	\$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
▶ 064 Eggs/Muffins/Potat	\$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
▶ 061 Milk By-products	\$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

Promotional Evaluation

Product

05 Dairy

Geography

01 Division 01

Time

2013 PRD 8 - 08/24/2013

APPLY

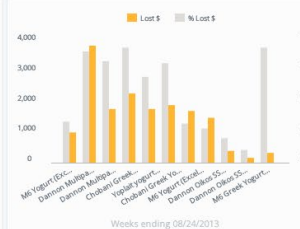
Sales & Gross Margin



Promotion De-Composition



Out of Stocks



FIRST PREV 1 of 6 NEXT LAST

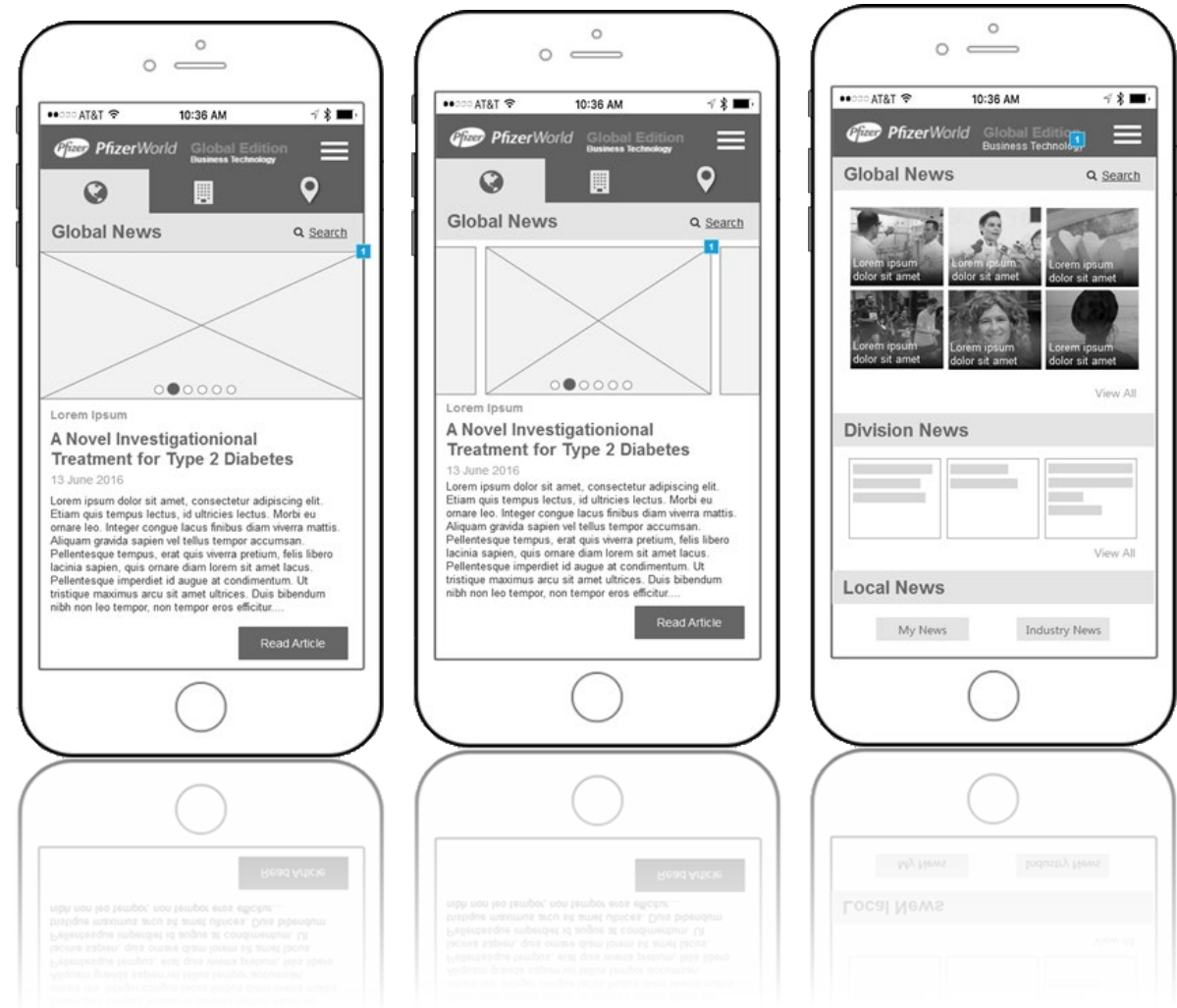
PROMOTION					PLAN					FINANCIALS				INCREMENTAL SALES				AVERAGE PRICE			OUT OF STOCKS	
ID	DESCRIPTION	AD DESC	SCPT	SECTION NAME	START	END	DUR DYS	ITEM QTY	STORE QTY	DOLLARS	UNITS	GMS	RATE	TURN\$	INCR\$	ACTL UNIT LIFT	EXP UNIT LIFT	PROM PRICE	SELLING PRICE	%DISC	LOSTS	% LOSTS
Top																						
					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%	
▶ 3124875 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%	
▶ 3124875 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%	
▶ 3124875 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%	
▶ 3124875 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%	
▶ 3124875 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%	
▶ 3124875 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%	
▶ 3124875 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%	
▶ 3124875 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%	
▶ 3124875 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%	
▶ 3124875 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%	
▶ 3124875 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%	

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

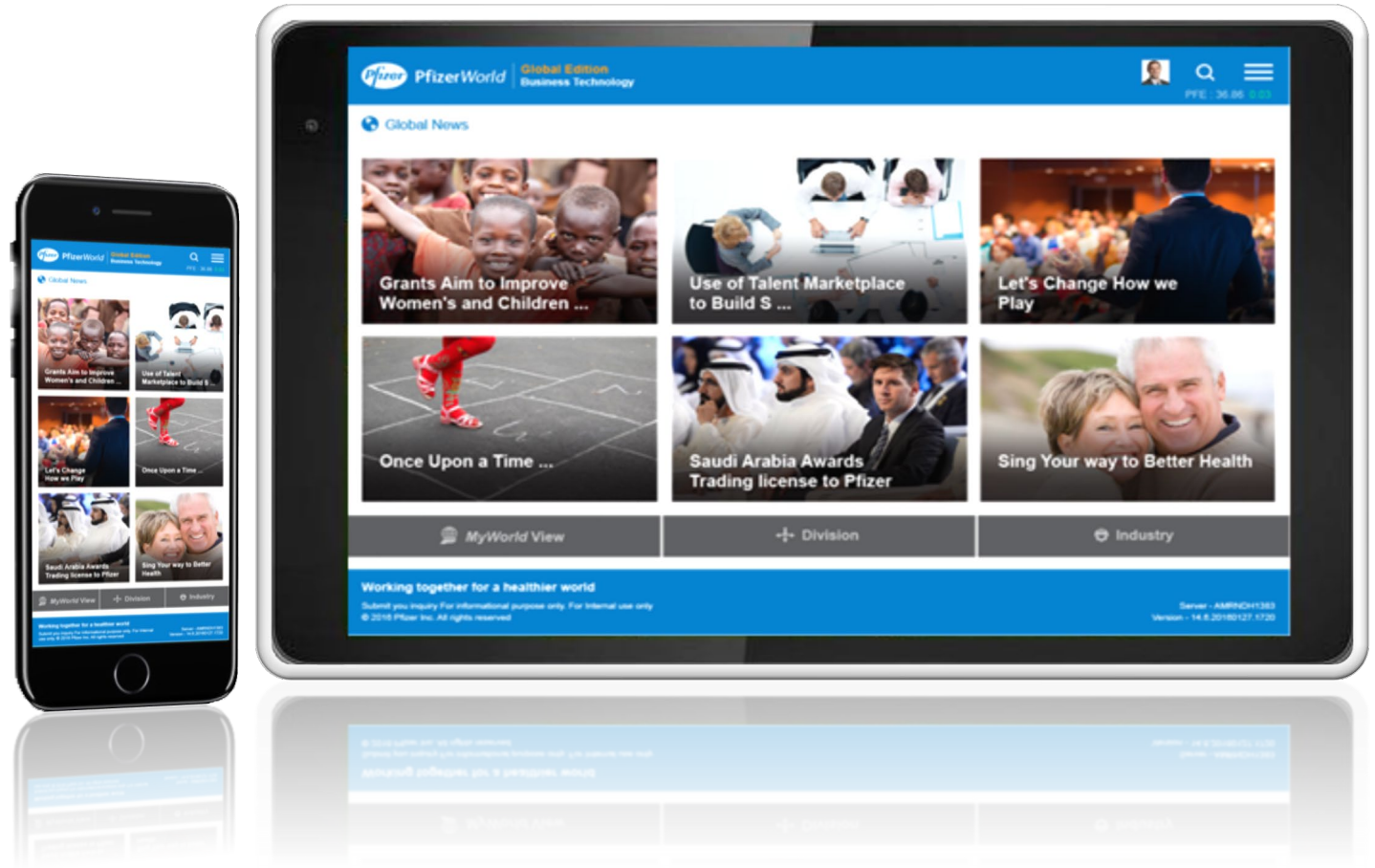
These were the final Home page screens for mobile (they also conceded it for web) and phone.

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.



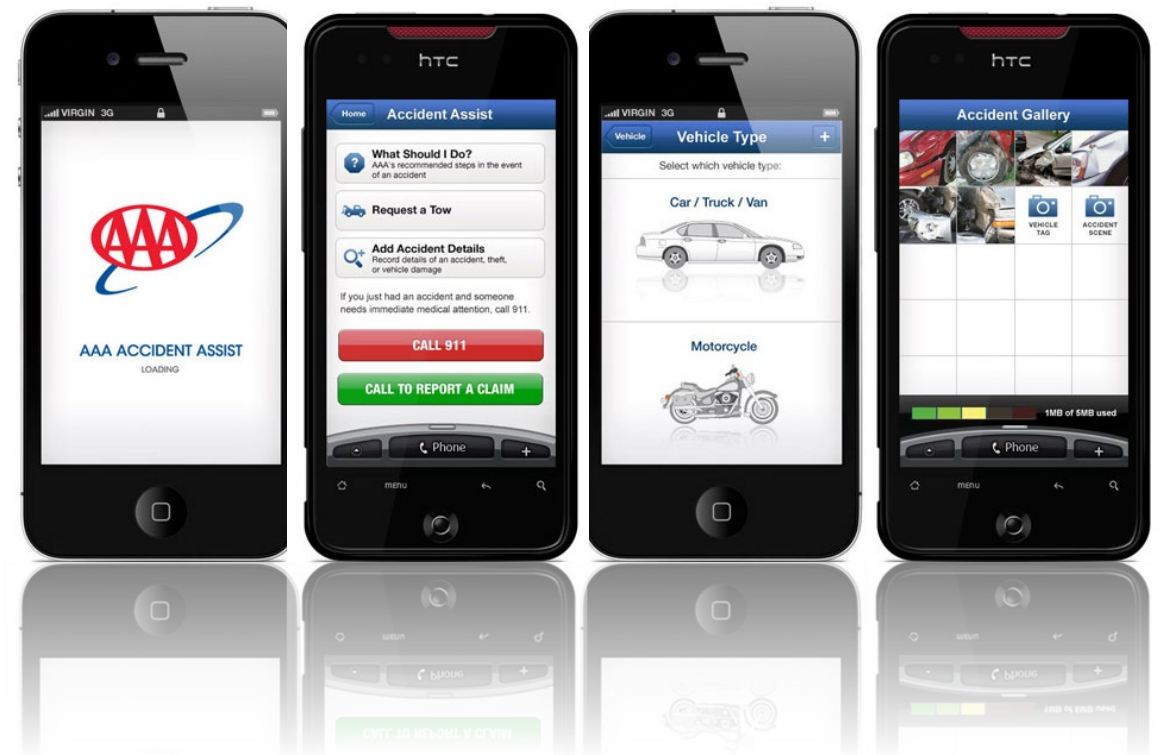
AAA of Southern California

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.



Feature Platform Story

Shop Platform ▶

Marc By Marc Jacobs Platform

Watch Station by Fossil

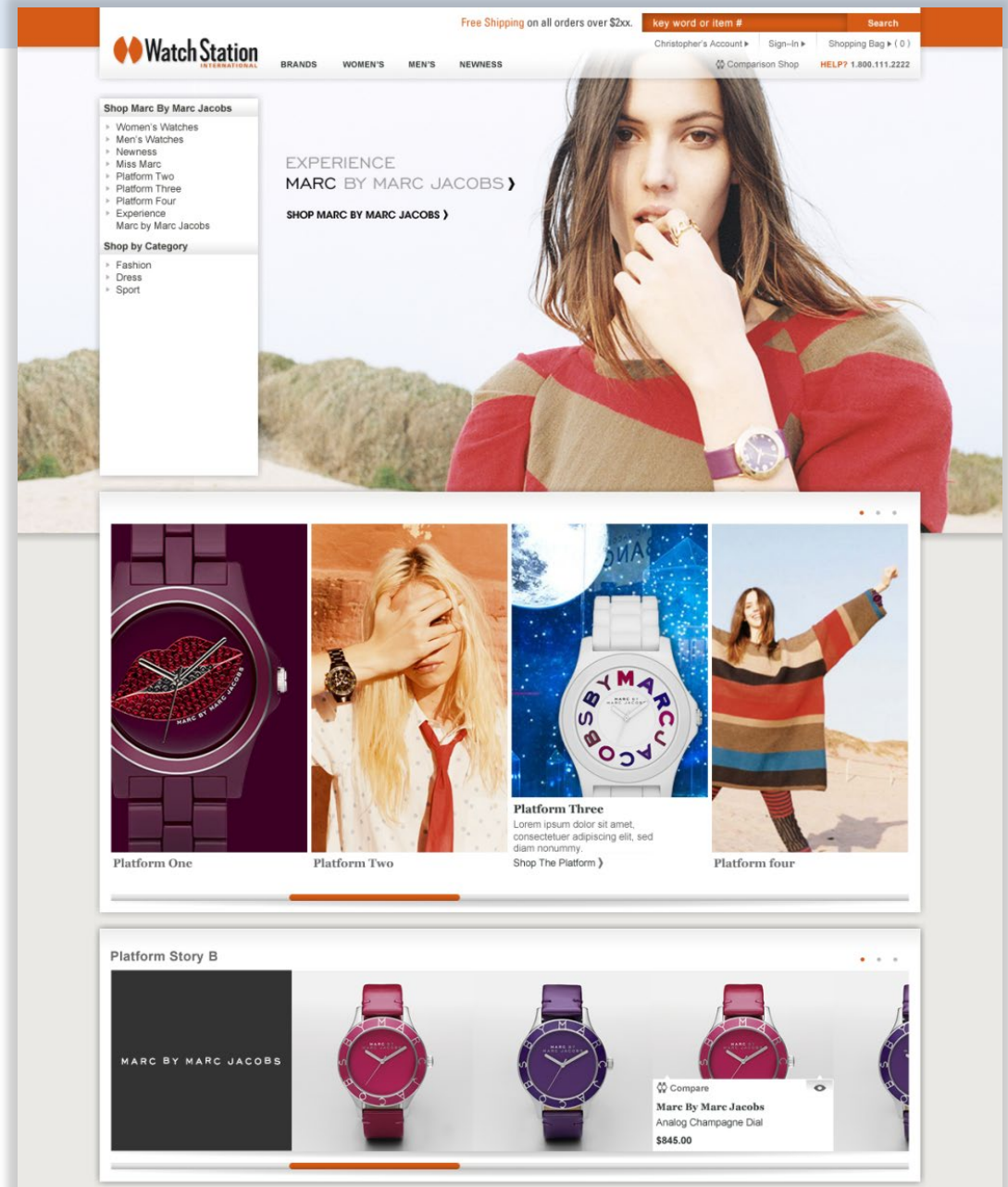
Web eCommerce Application

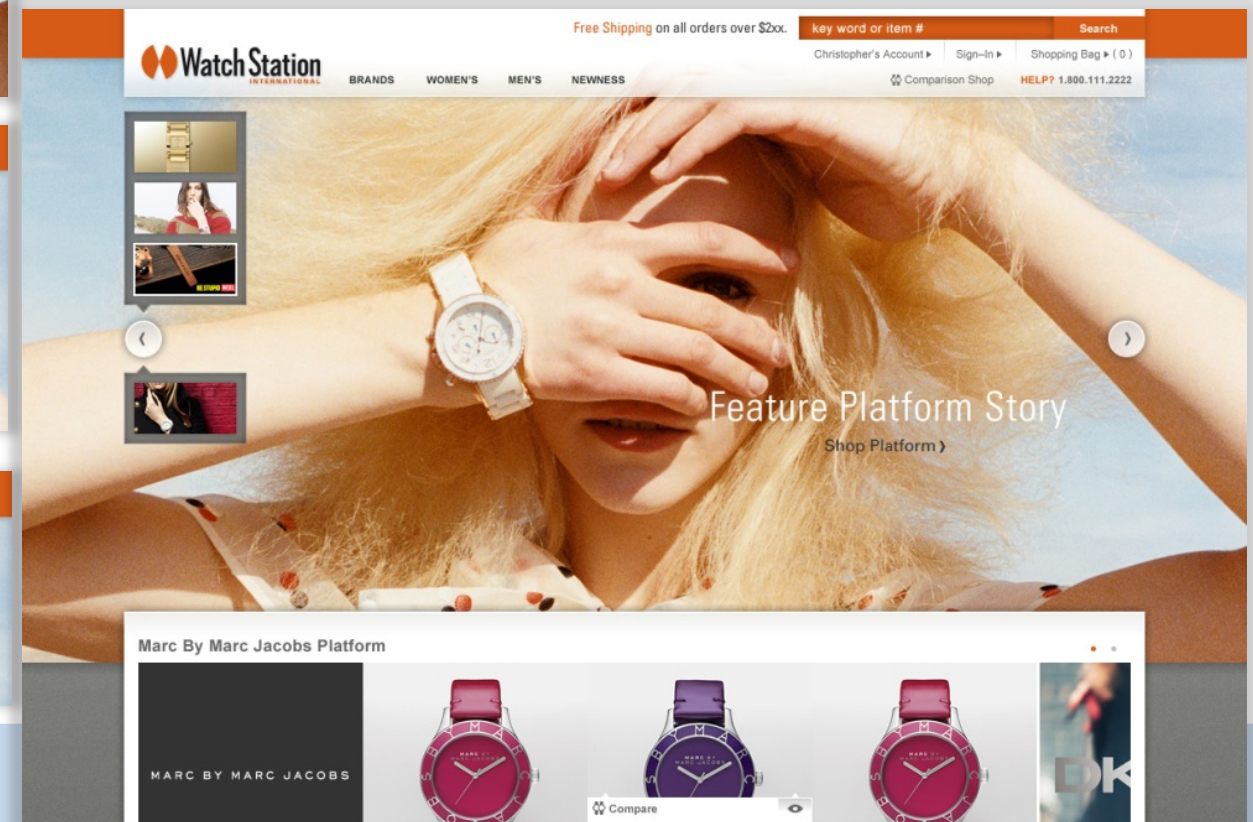
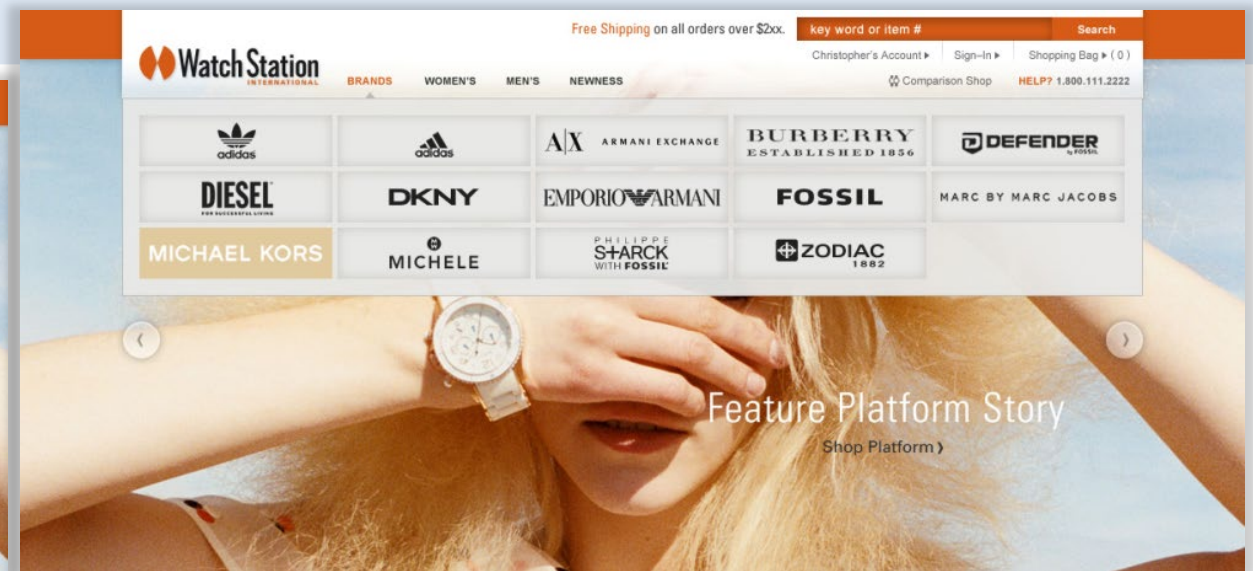
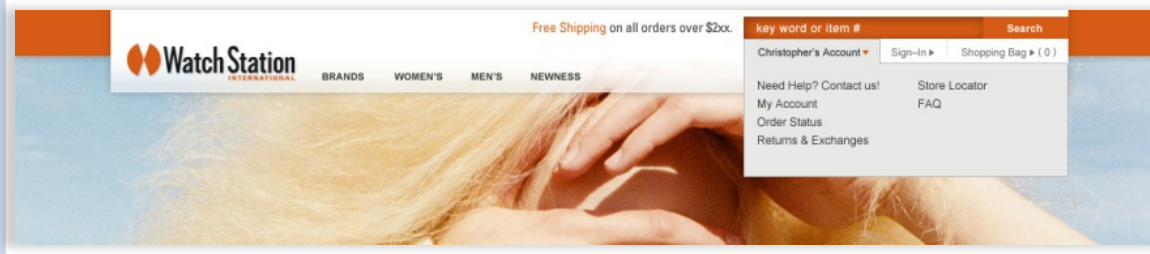
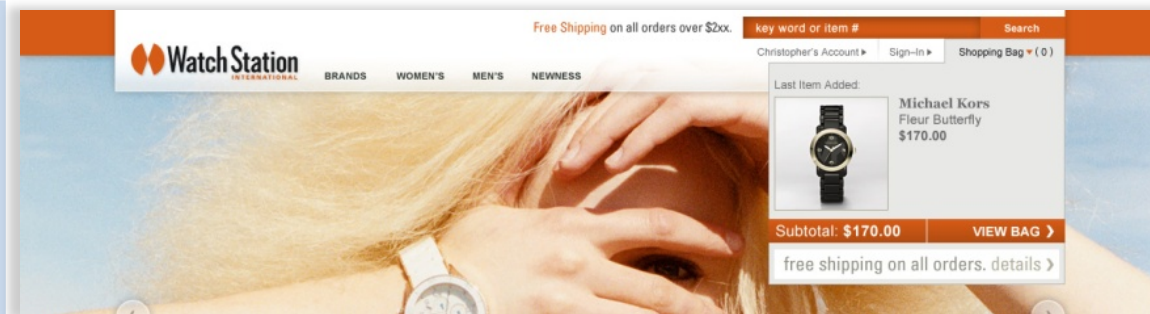
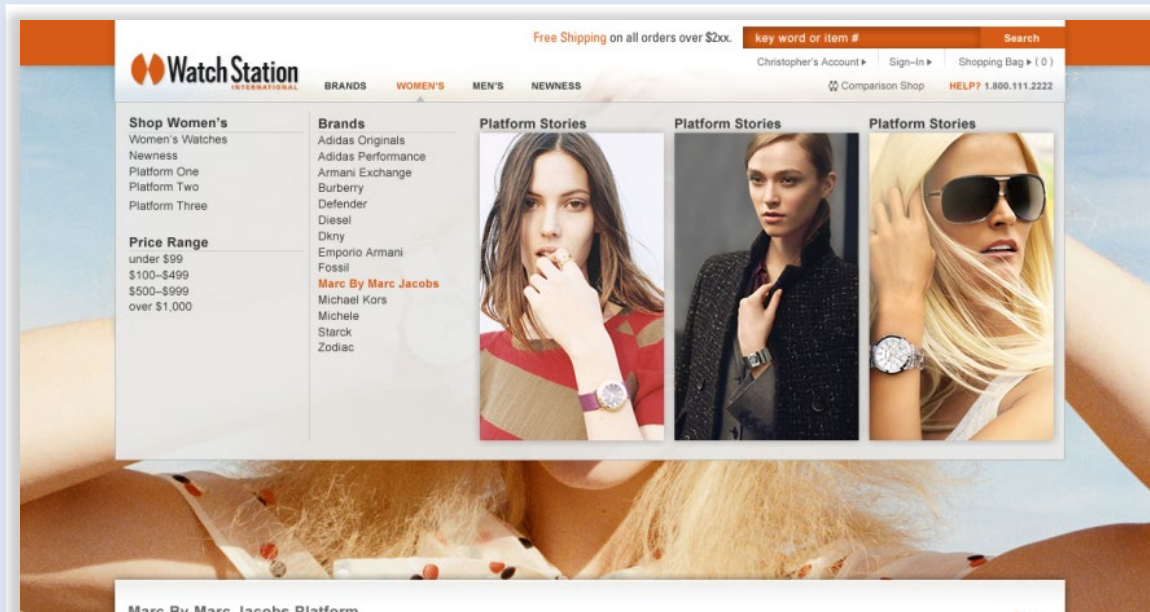
The idea behind Watch Station was that Fossil could stop maintaining all the micro sites for the brands they make.

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

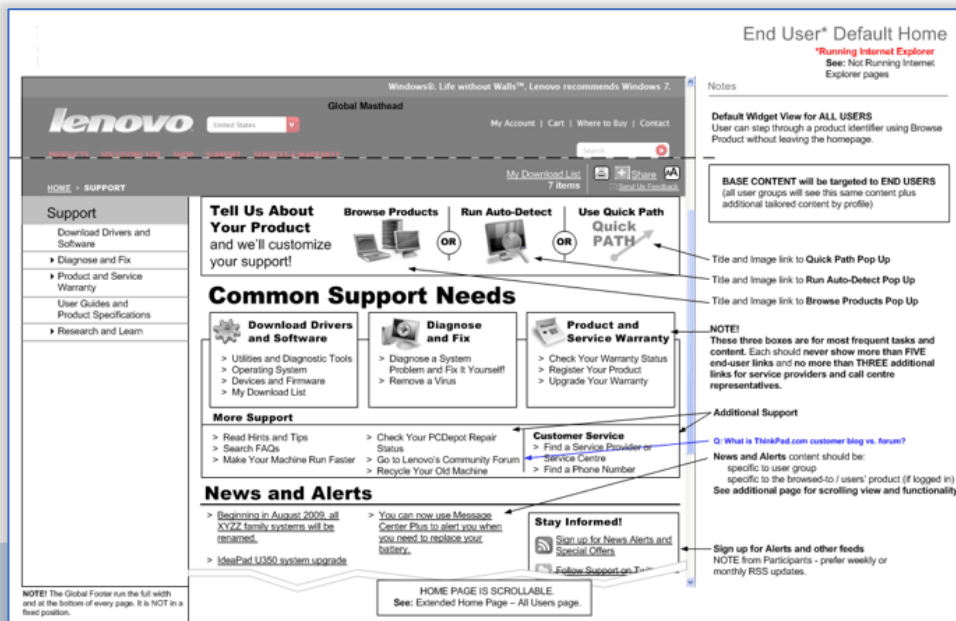




Lenovo Support Site

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



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

The screenshot shows the CareerOneStop website with the following elements:

- Header:** CareerOneStop logo with the tagline "PATHWAYS TO CAREER SUCCESS". Navigation links include "Print", "Email This Page", "FAQs", "Rate This Page", "Share", "Topics A to Z", and a "Site Search" box. A "More Resources" section lists "State Job Banks" and "America's Career Infonet".
- Worker ReEmployment Section:** A large blue box titled "Worker ReEmployment" with the text "Worker ReEmployment is your one-stop site for employment, training and financial help after a lay-off." To its right, a vertical sidebar contains three links: "How do I apply for Unemployment Benefits?", "I have benefits but need more help...", and "My benefits have run out, now what?". Further right, a large blue box says "Learn about your state's program and find other assistance." with a "go" button.
- Local Help Section:** A green box titled "Local Help" with the heading "Find a One-Stop Career Center:". It includes a form to "Enter a ZIP Code or City:", a "State:" dropdown menu, and a "go" button. Below the form is a link for "Advanced Search".
- Unemployment Benefits Section:** A dark blue box titled "Unemployment Benefits" with a list of questions: "Am I eligible?", "How do I apply?", and "When will my benefits run out?". It includes a "go" button.
- Job Search Help Section:** A dark blue box titled "Job Search Help" with a list of questions: "Where do I find a job?", "Should I change careers?", and "Can I go back to school?". It includes a "go" button.
- More Benefits and Assistance Section:** A dark blue box titled "More Benefits and Assistance" with a list of topics: "Health care", "Food support", and "Housing and energy assistance". It includes a "go" button.
- Footer:** A circular seal of the U.S. Department of Labor, Employment and Training Administration. Text states "CareerOneStop is sponsored by the U. S. Department of Labor, Employment and Training Administration". A long list of navigation links is provided, including "Home", "Explore Careers", "Salary", "Benefits", "Education", "Training", "Job Search", "Resumes", "Interviews", "People", "Places to Help", "About Us", "Site Privacy", "Contact Us", "Link to Us", "Site Map", and "Copyright © 2010 State of Minnesota".

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

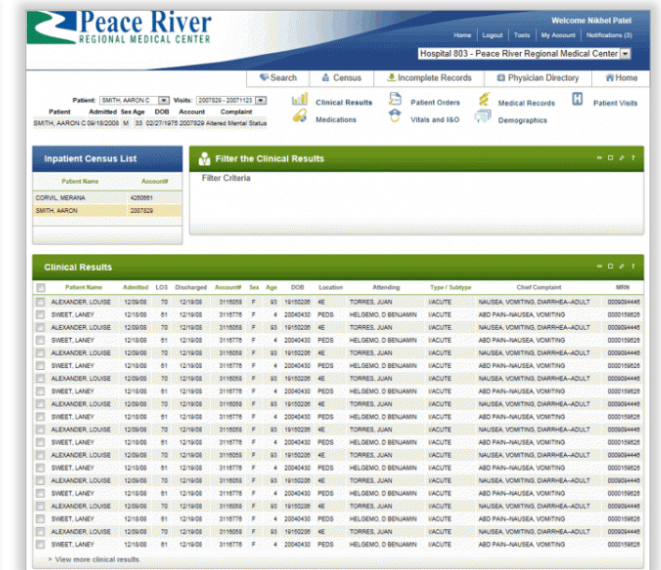
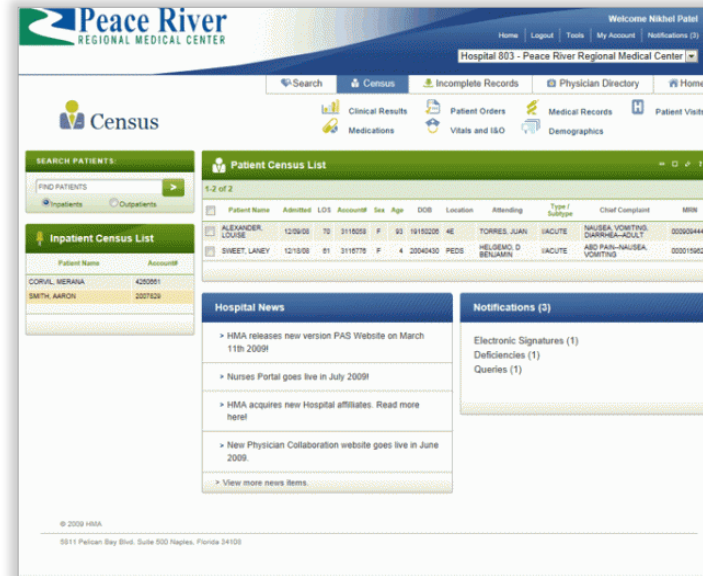
Healthcare

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



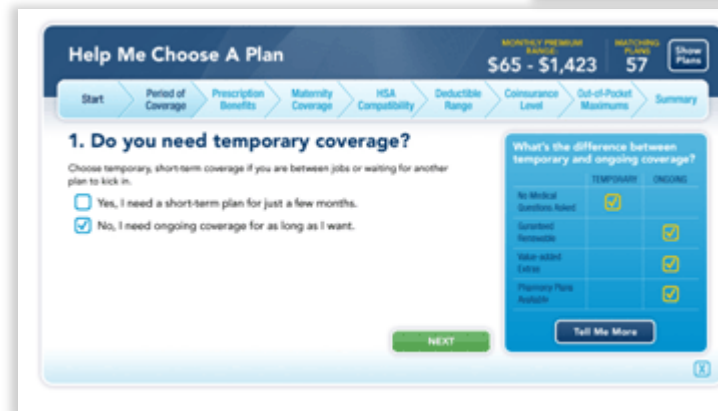
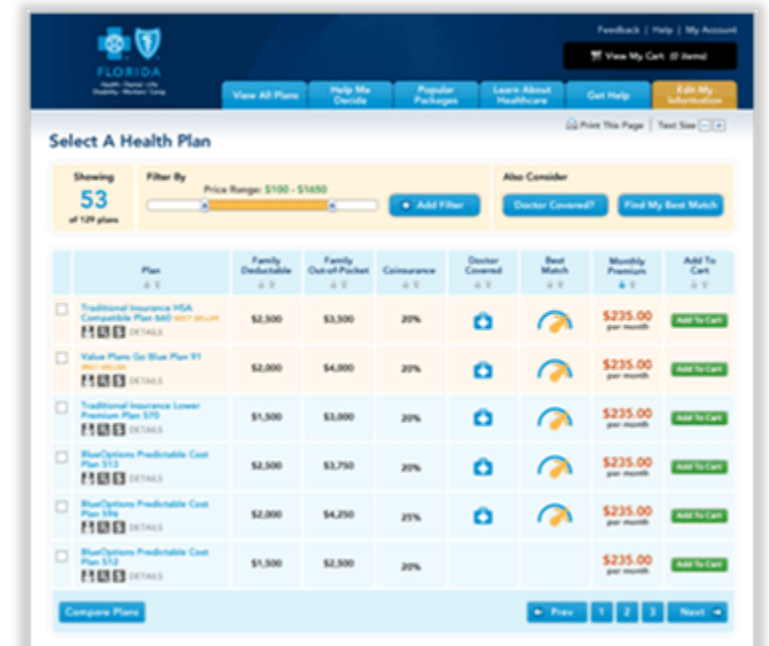
BCBS Member Portal

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



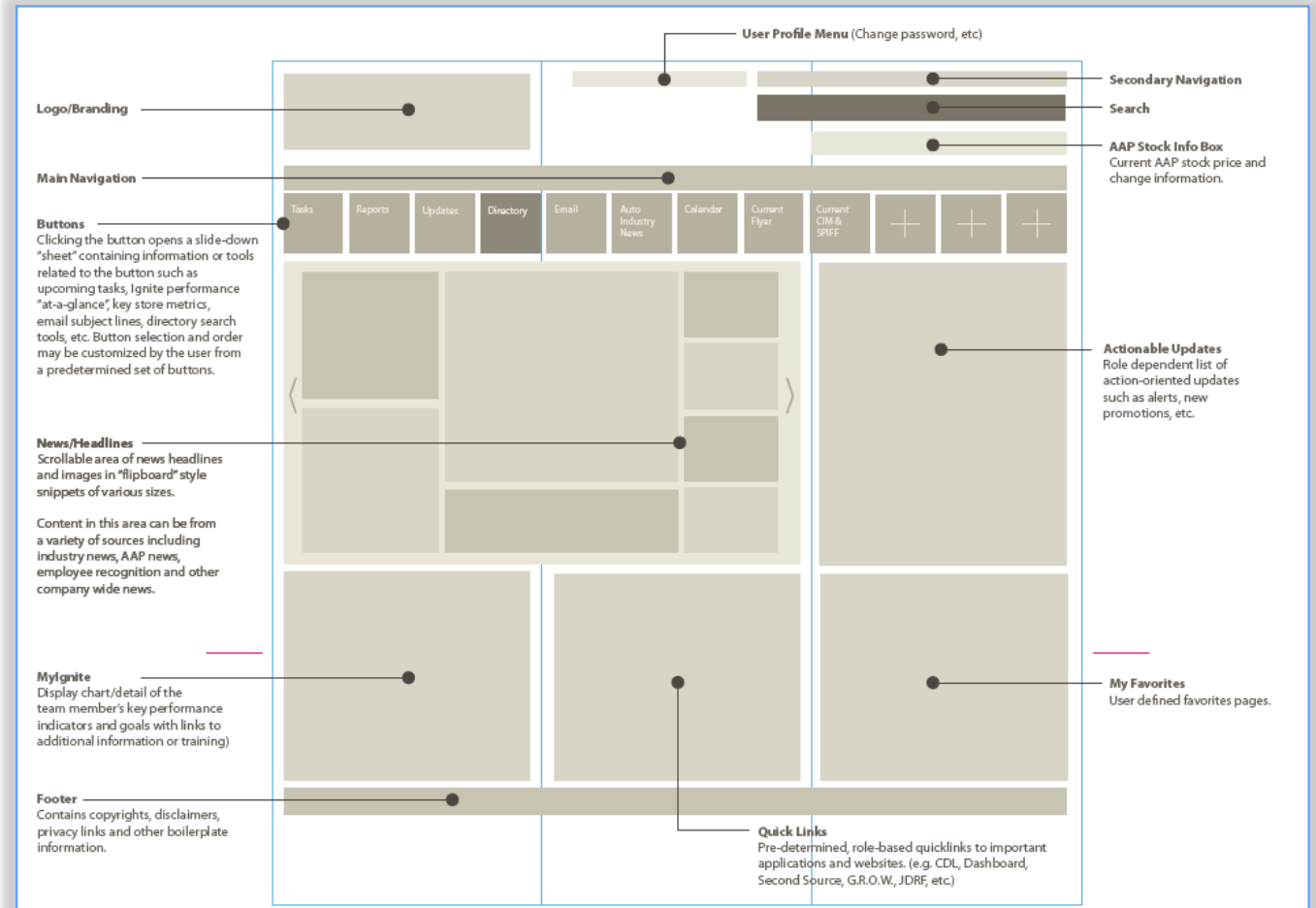
Advanced Auto Parts

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.



Progress Energy

Mobile, Web, and Tablet Applications

Designed and developed a cross-platform 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



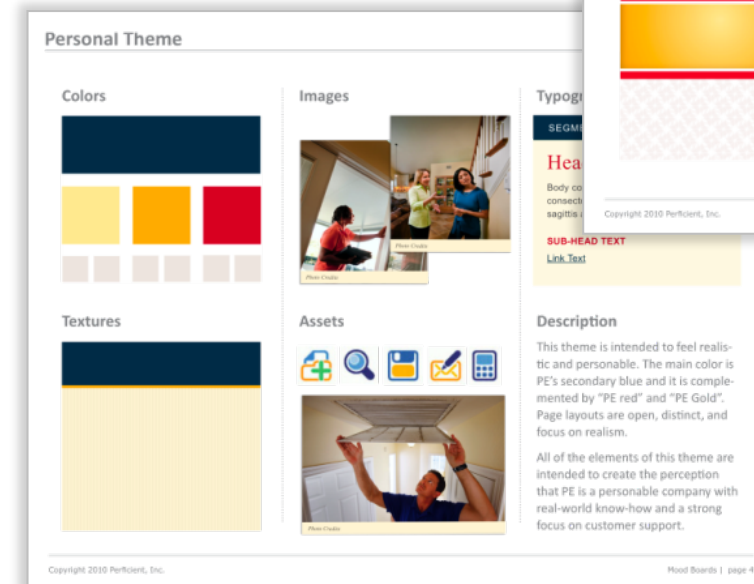
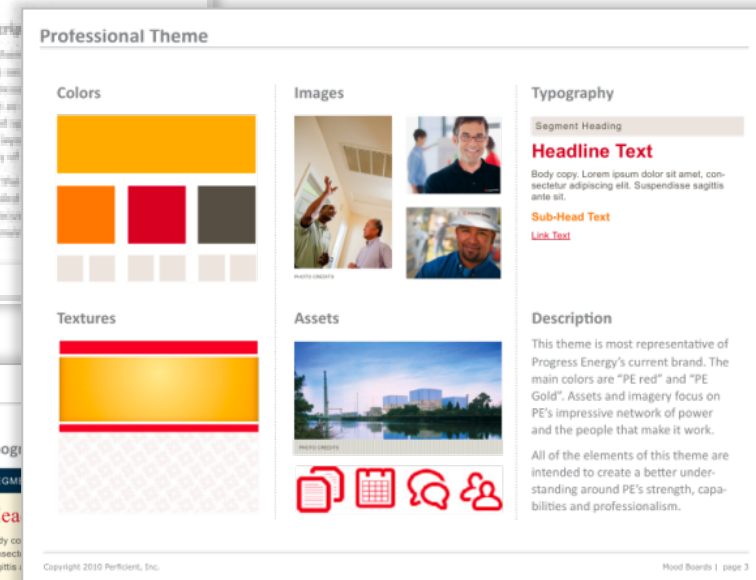
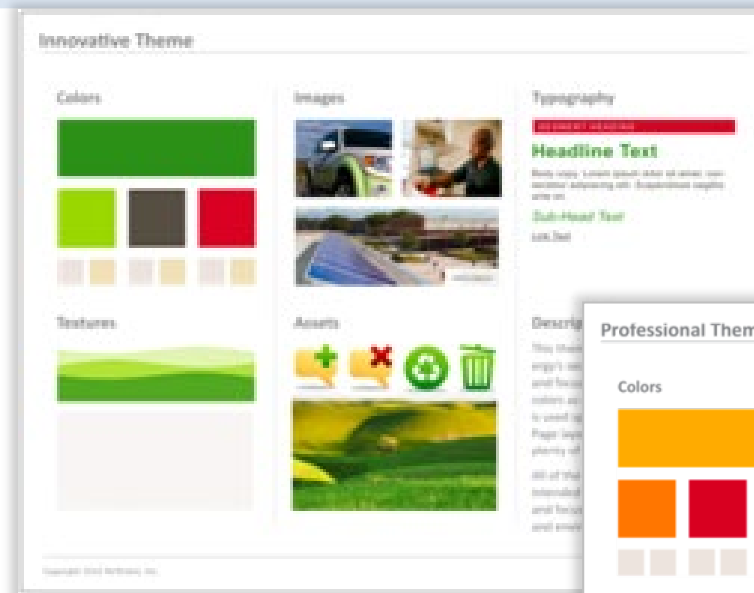
Progress Energy

Mood Boards

We had to create Mood Boards for Progress Energy because it was previously three companies with very disparate color palettes 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.



Progress Energy

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.

Preference

Circle the Mood Board that was your **favorite**. Please only pick one.



Please explain in detail why this Mood Board stood out to you as your **favorite**. Be as descriptive as possible.

Survey of Qualities

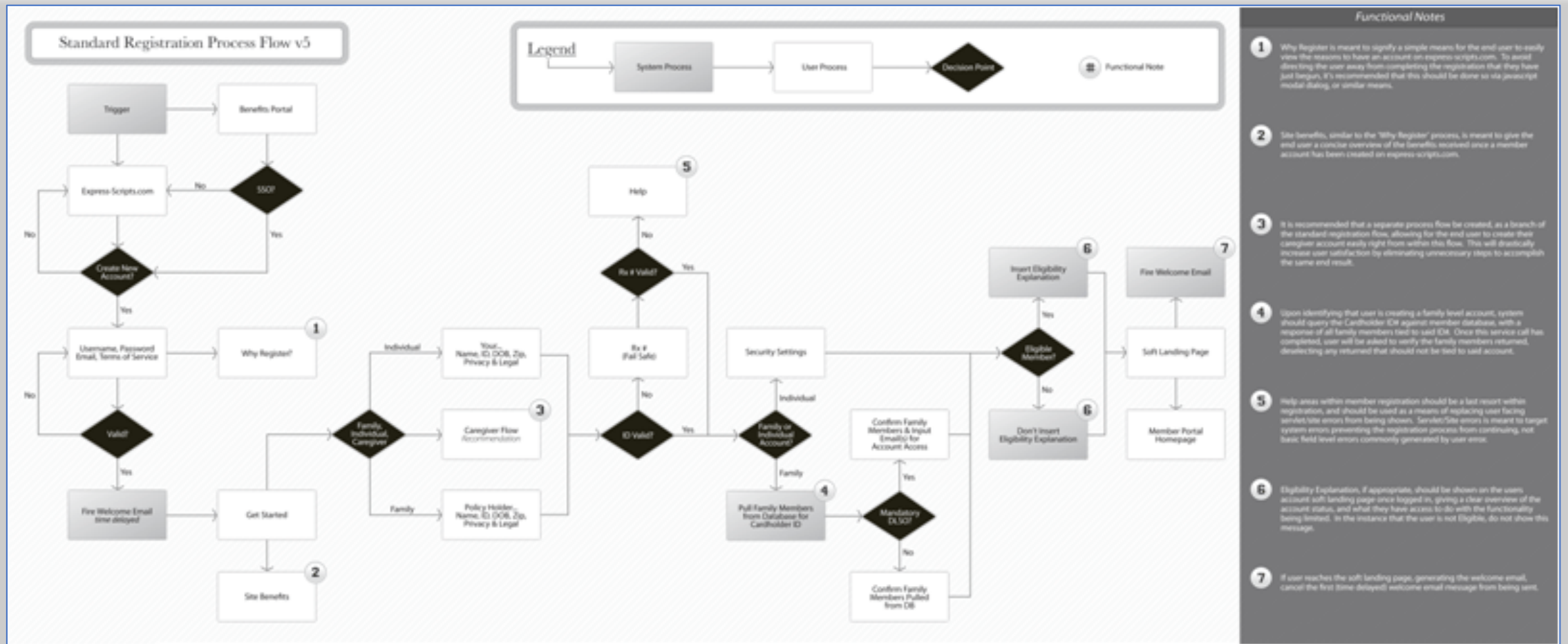
On a scale from “Strongly Disagree” to “Strongly Agree”, tell us how accurately the Mood Board creates each specific feeling for you.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Approachable					
Formal					
Knowledgeable					
Edgy					
Customer-Focused					
Conservative					
Reliable					
Honest					
Refreshing					
Progressive					

Progress Energy

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.



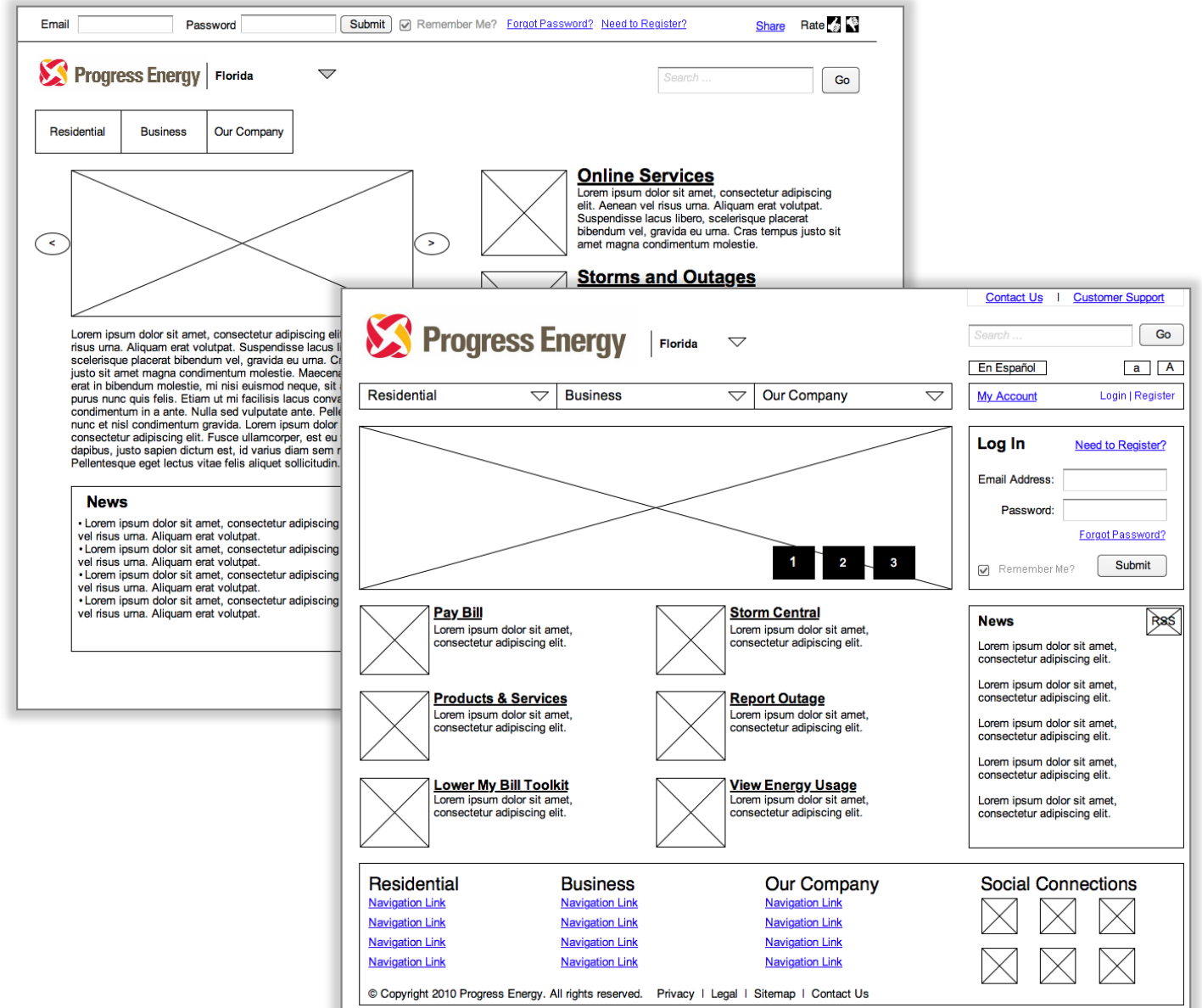
Progress Energy

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.

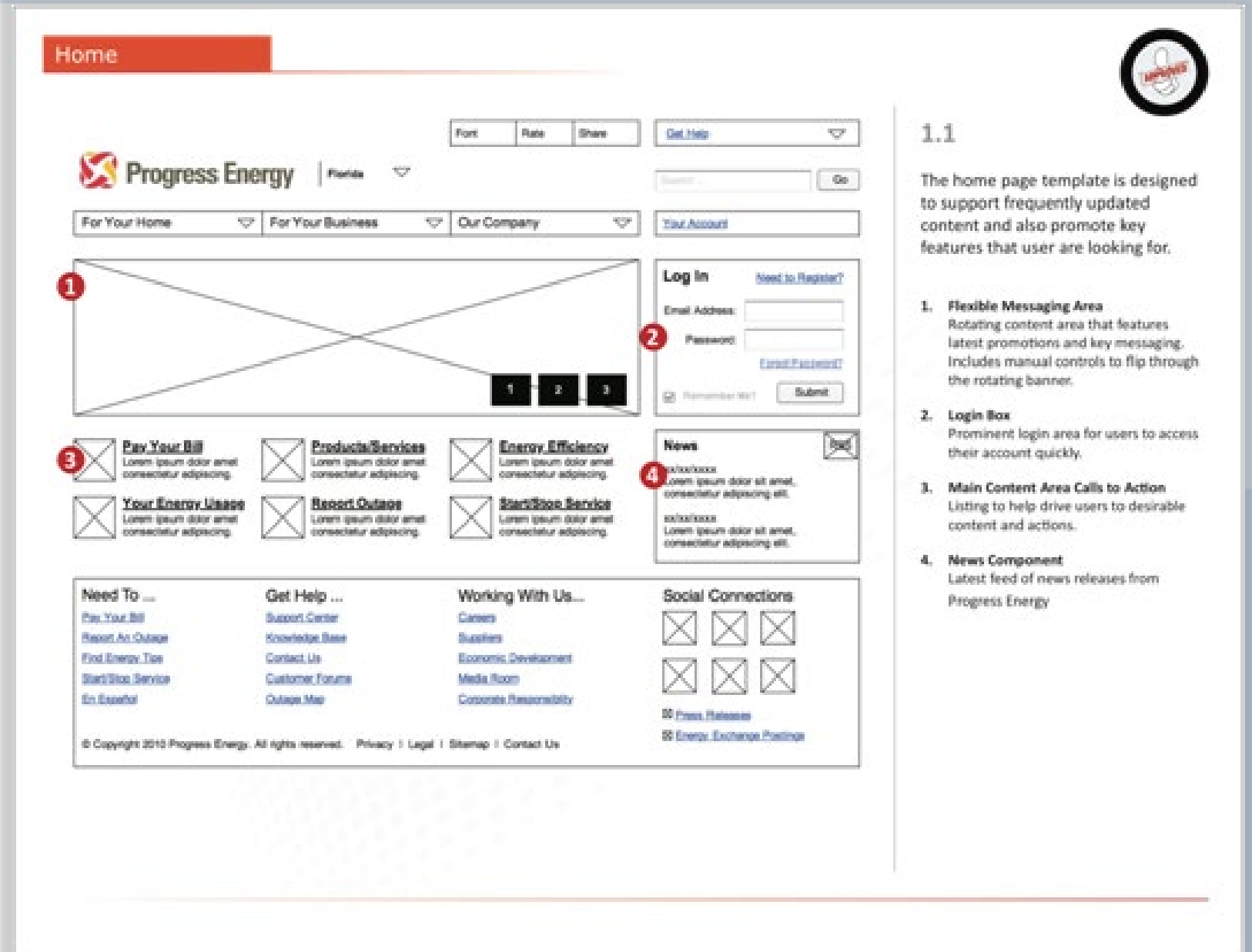


Progress Energy

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.



1.1

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 the rotating banner.
- 2. Login Box**
Prominent login area for users to access their account quickly.
- 3. Main Content Area Calls to Action**
Listing to help drive users to desirable content and actions.
- 4. News Component**
Latest feed of news releases from Progress Energy

Progress Energy

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.

