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

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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

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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.

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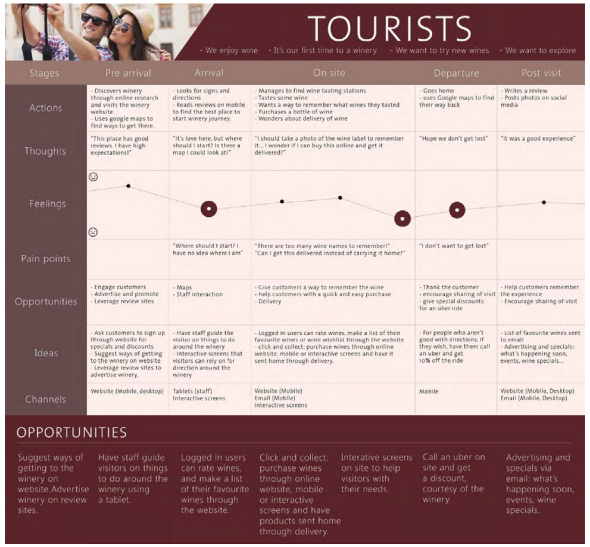
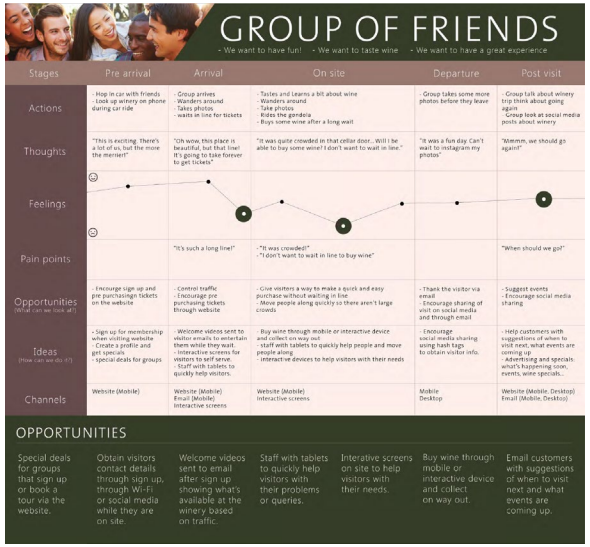
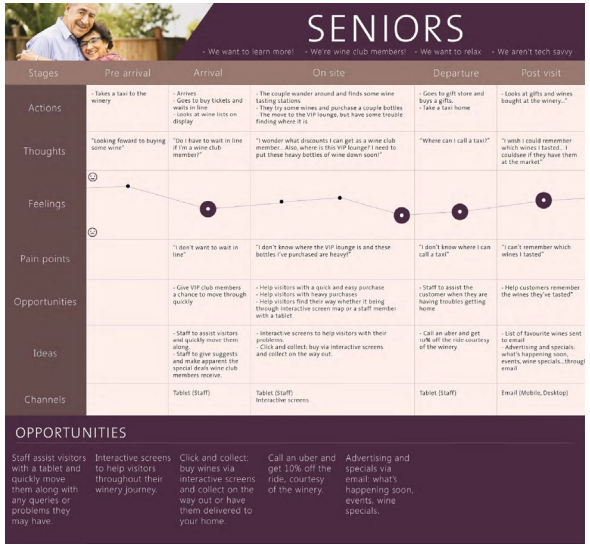
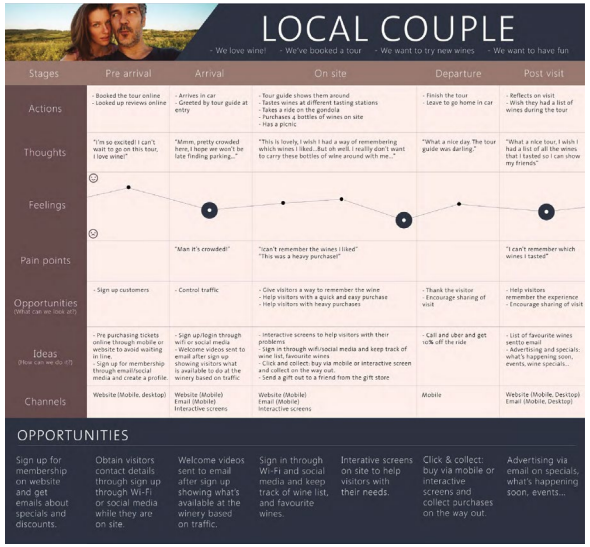
Treasury Wine Estates

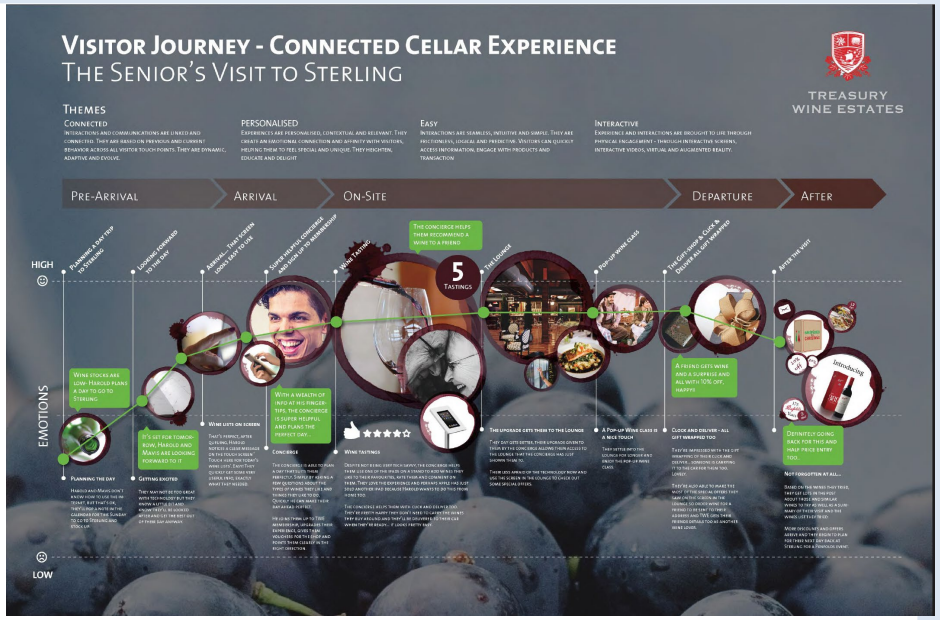
User Personas & Journeys

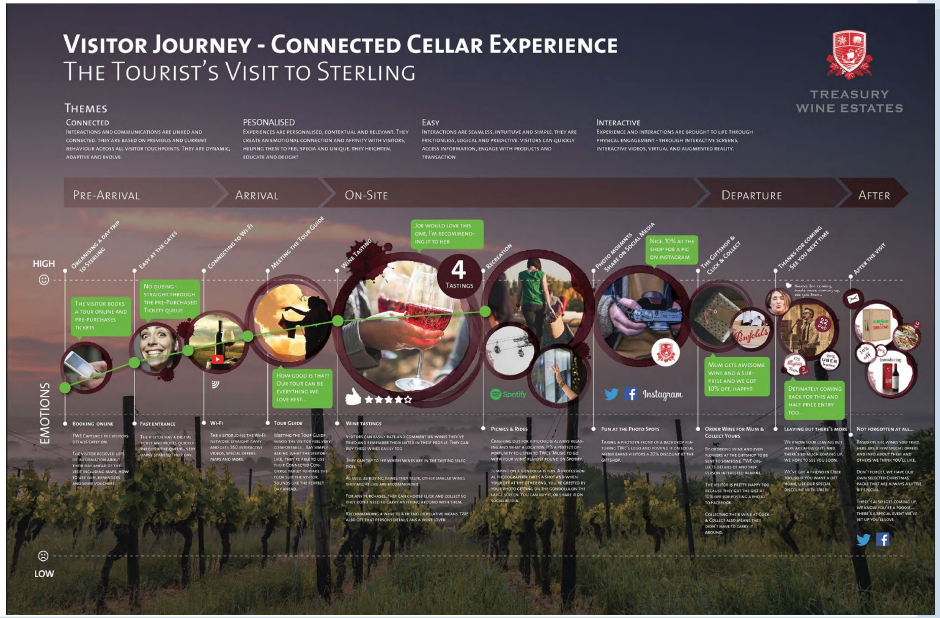












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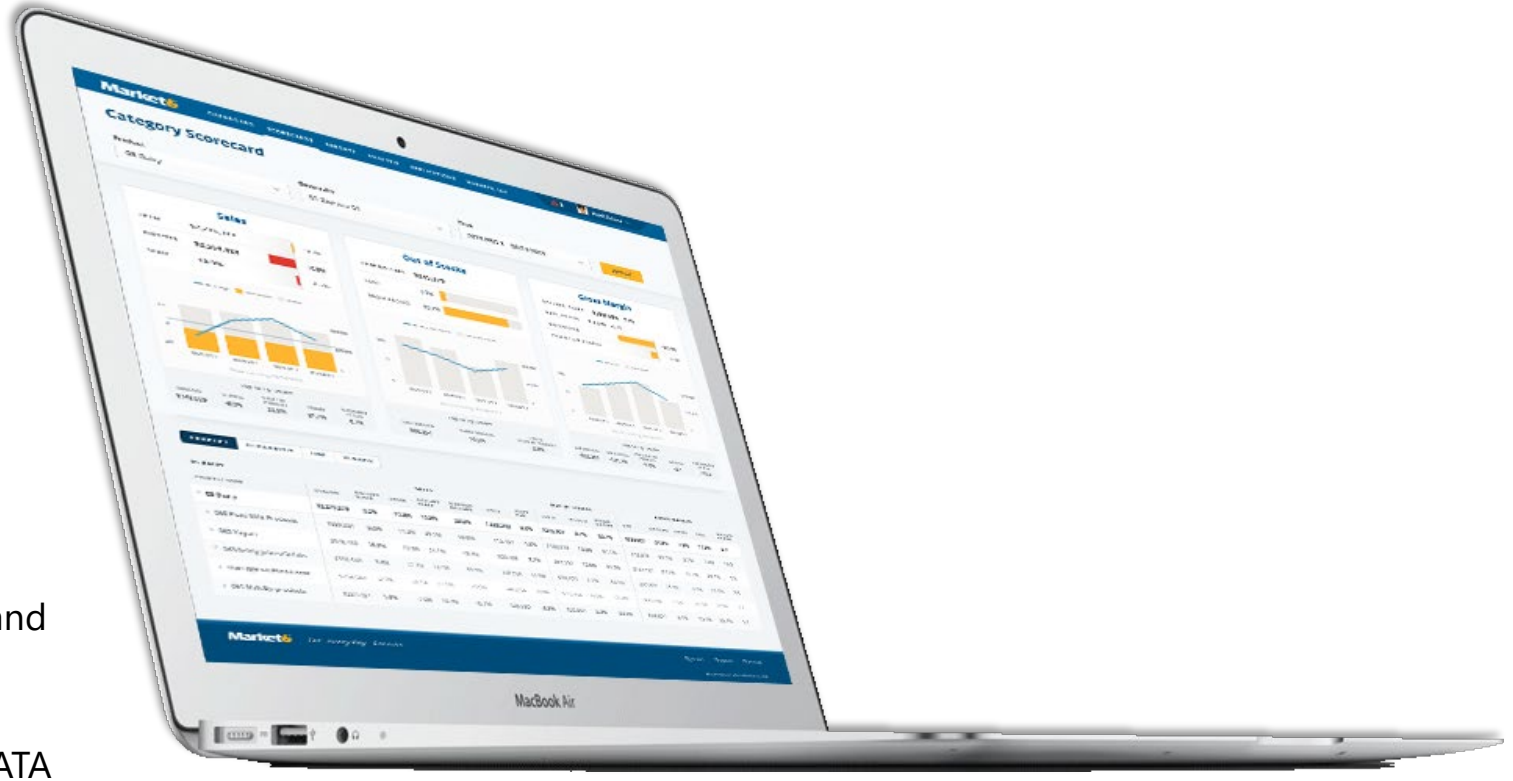
Market6

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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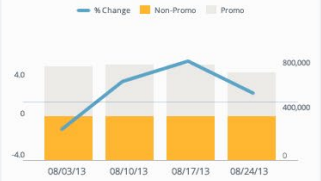
Market6 DASHBOARD SCORECARDS REPORTS ANALYSIS APPLICATIONS MARKET6, INC 3 Heidi Salava

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	SALES							OUT OF STOCKS			GROSS MARGIN				
PRODUCT NAME	DOLLARS	DOLLARS % CHG	SHARE	DOLLARS SHARE	% PROMO DOLLARS	UNITS	UNITS CHG	LOST$	% LOST$	PROMO % LOST$	GM$	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

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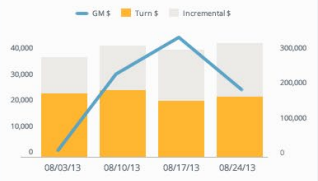
Market6 DASHBOARD SCORECARDS REPORTS ANALYSIS APPLICATIONS MARKET6, INC Heidi Salava

Promotional Evaluation

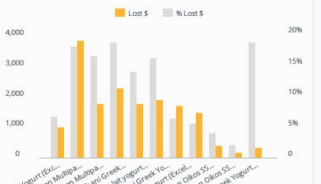
Product: 05 Dairy | Geography: 01 Division 01 | Time: 2013 PRD 8 – 08/24/2013 | APPLY

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	SCT#	SECTION NAME	START	END	DUR DYS	ITEM QTY	STORE QTY	DOLLARS	UNITS	GM$	RATE	TURN$	INCR $	ACTL UNIT LIFT	EXP UNIT LIFT	PROM PRICE	SELLNG PRICE	%DISC	LOST$	% LOST$
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%

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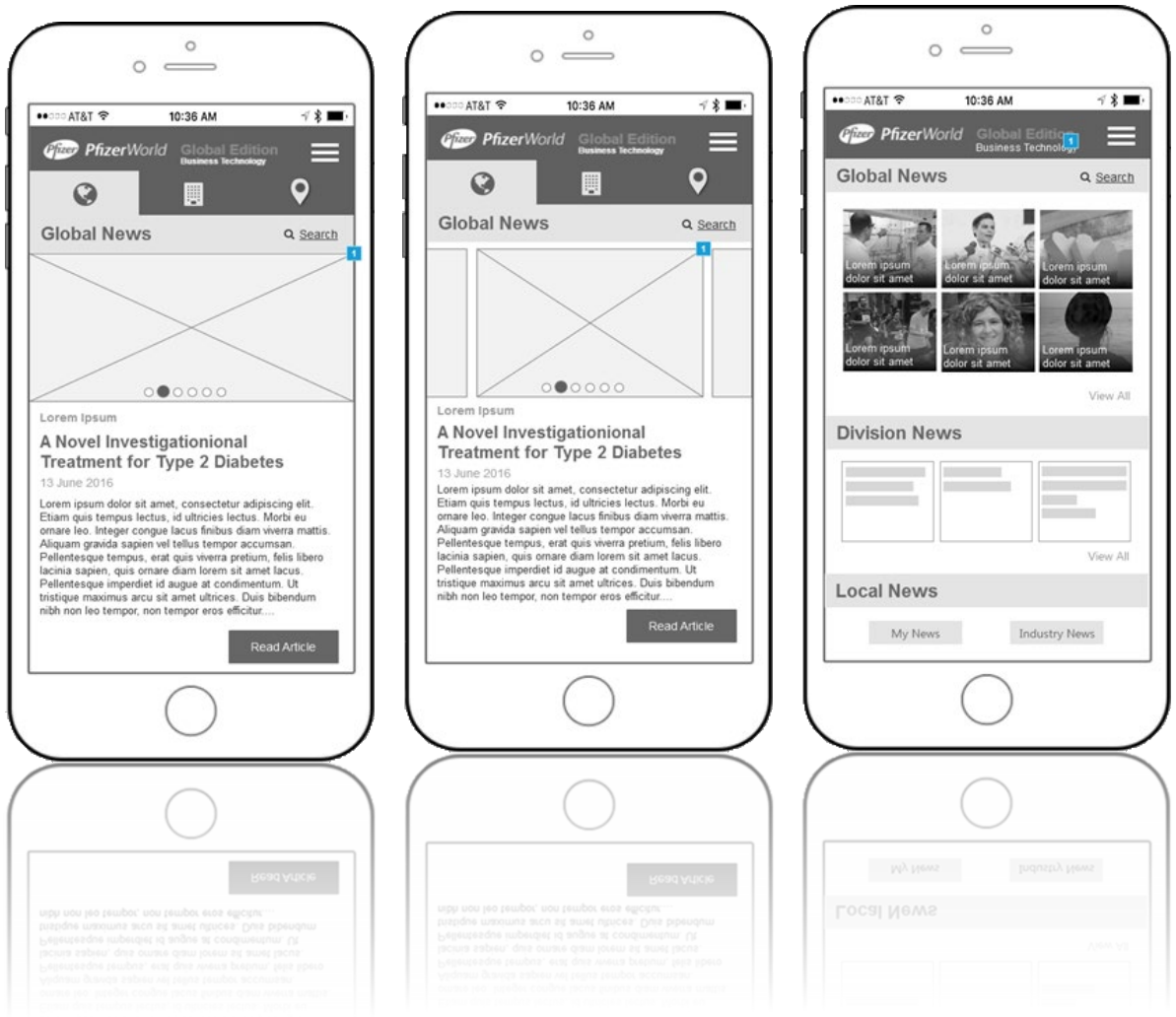
PfizerWorld Intranet

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.



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PfizerWorld Intranet

Tablet & Phone Hi-Fidelity Comps

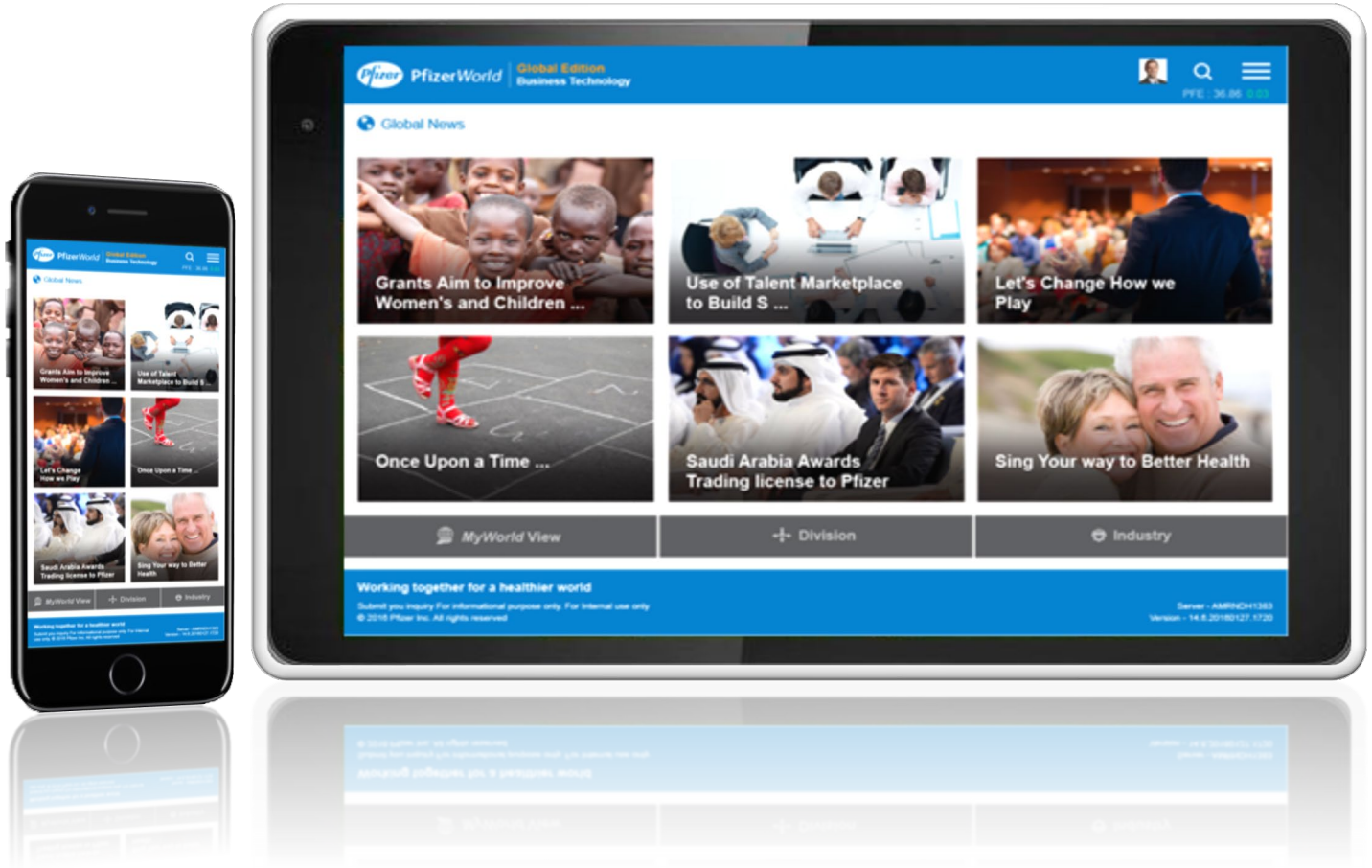
These were the final Home page screens for mobile (they also conceded it for web) and phone.

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.



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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.

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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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Free Shipping on all orders over $2xx.

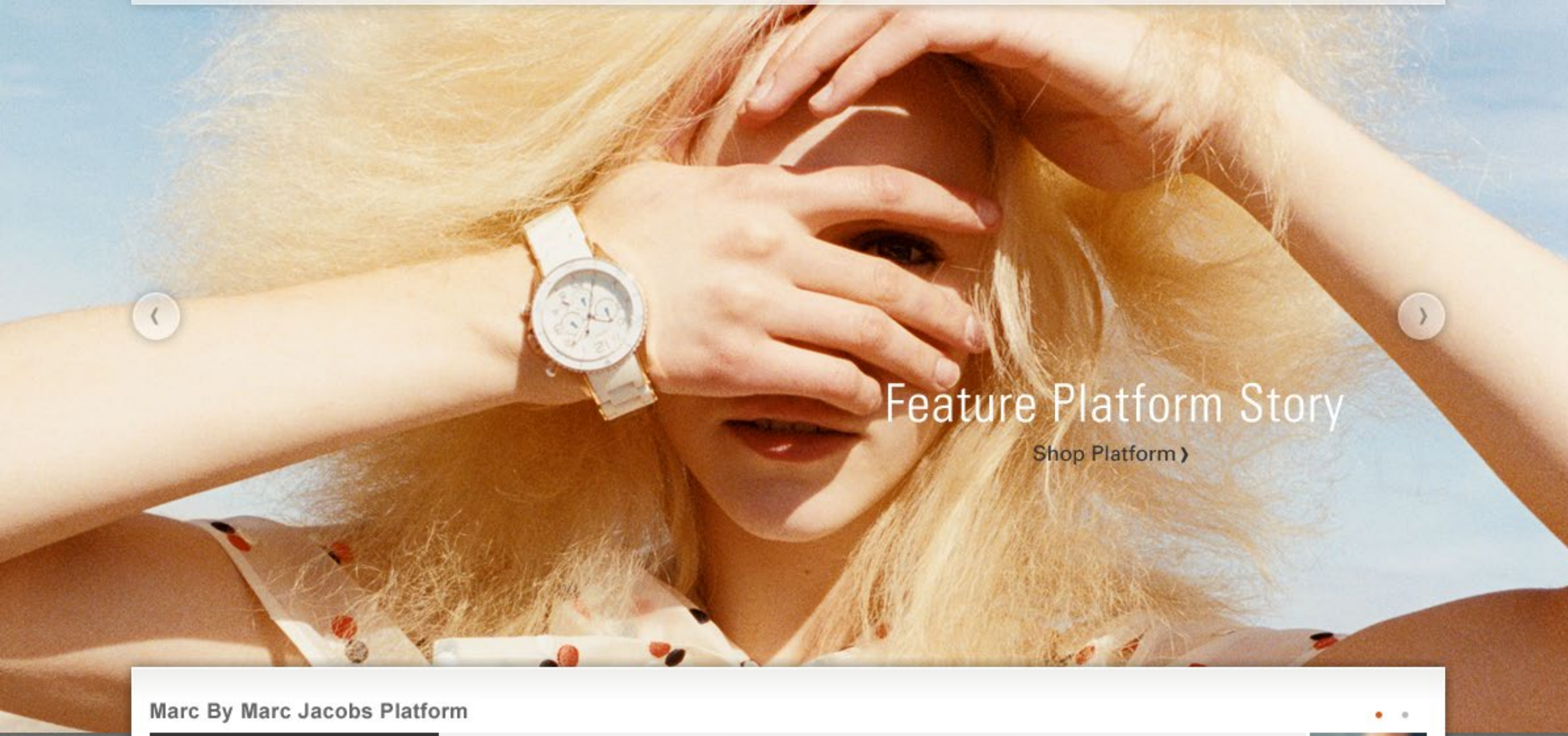
key word or item # Search

Watch Station INTERNATIONAL

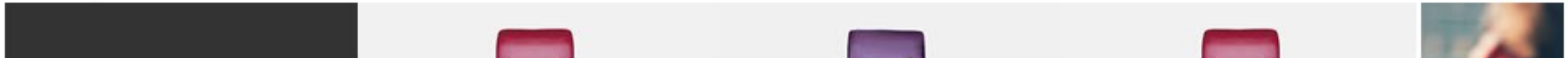
Christopher's Account ▸ | Sign–In ▸ | Shopping Bag ▸ (0)

BRANDS WOMEN'S MEN'S NEWNESS

Comparison Shop HELP? 1.800.111.2222



Marc By Marc Jacobs Platform



Watch Station by Fossil

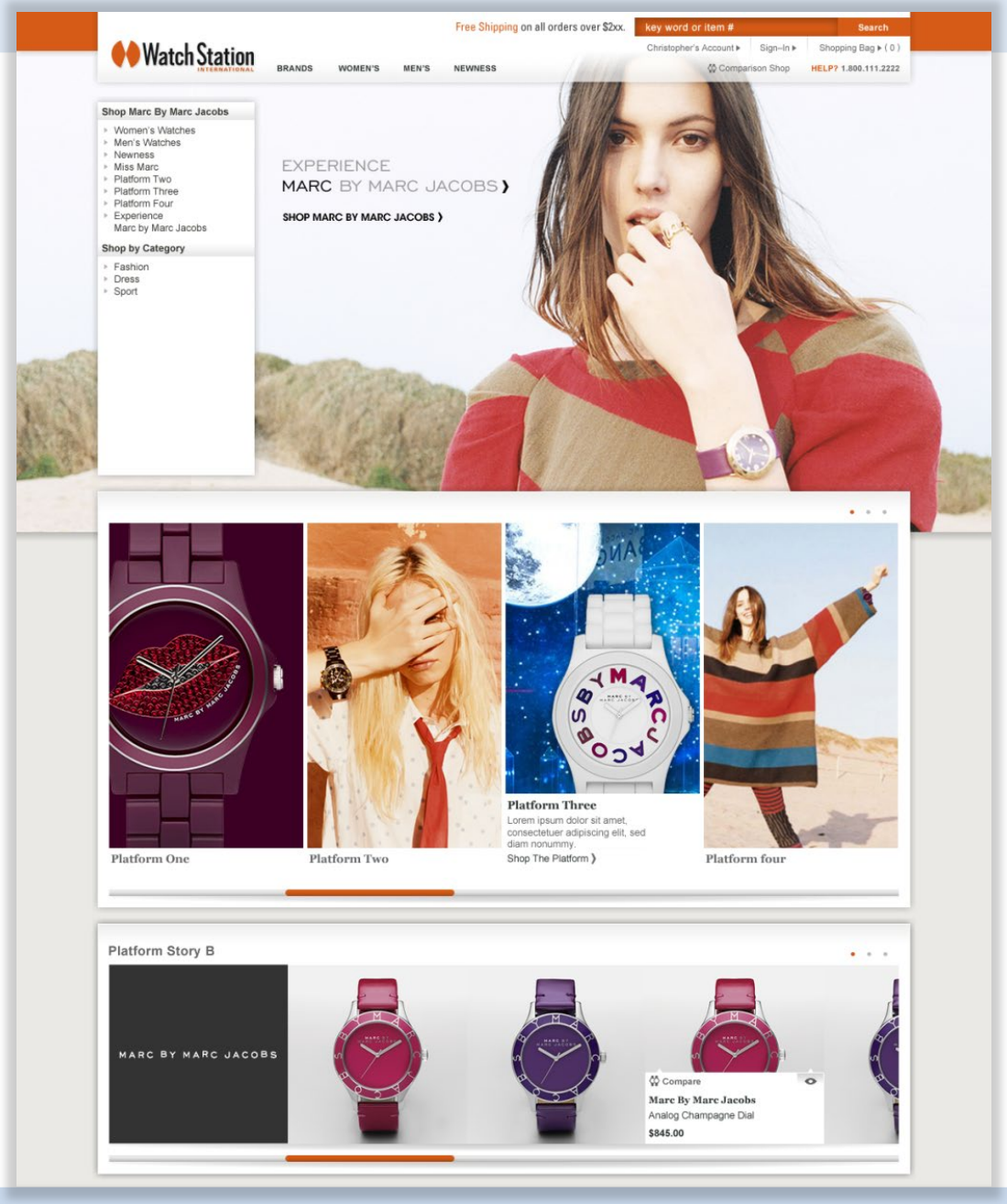
Web eCommerce Application

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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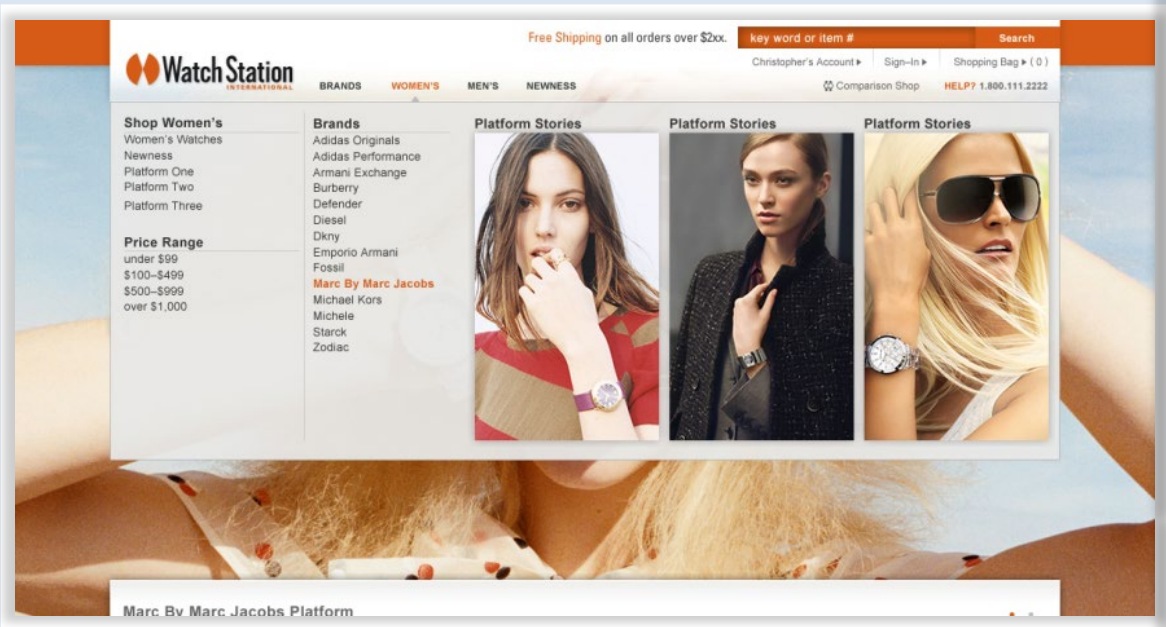
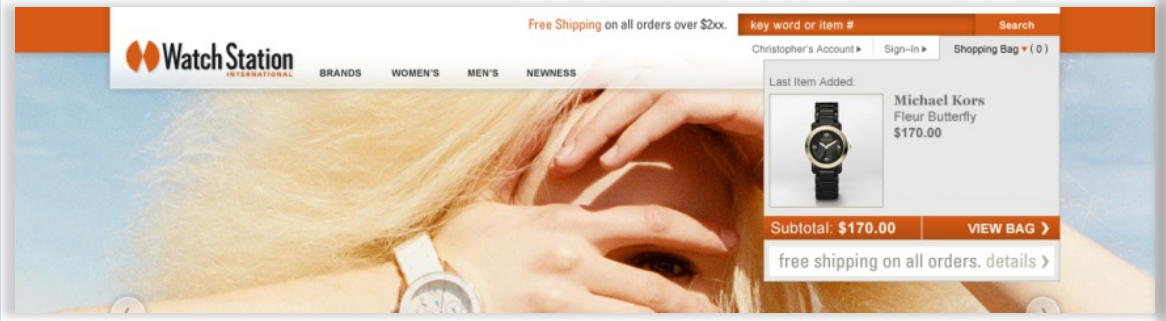
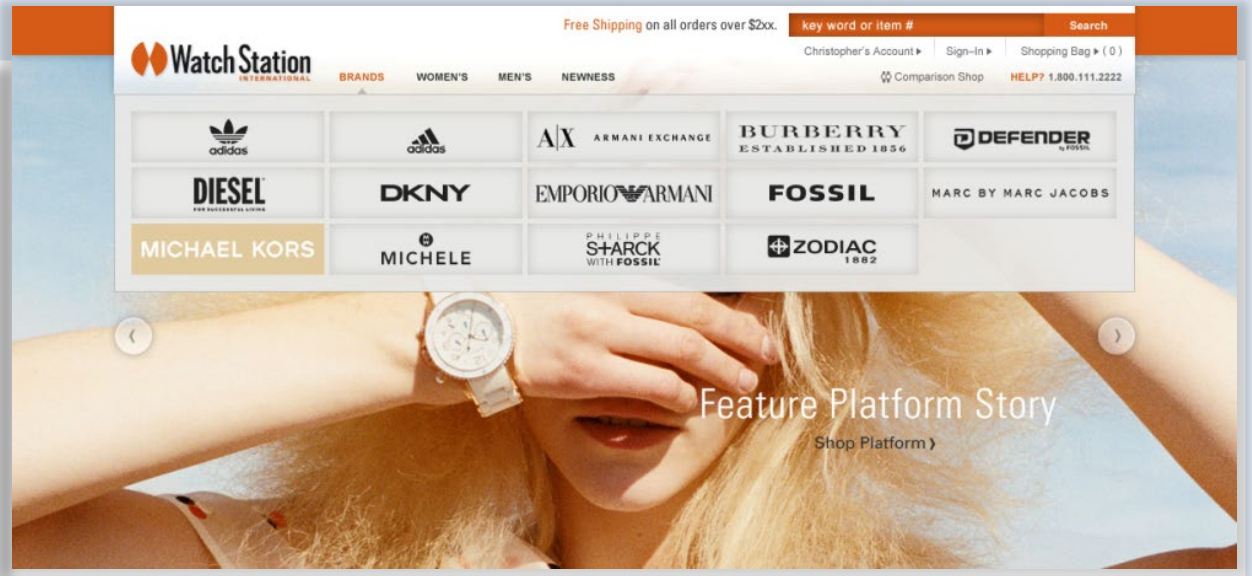
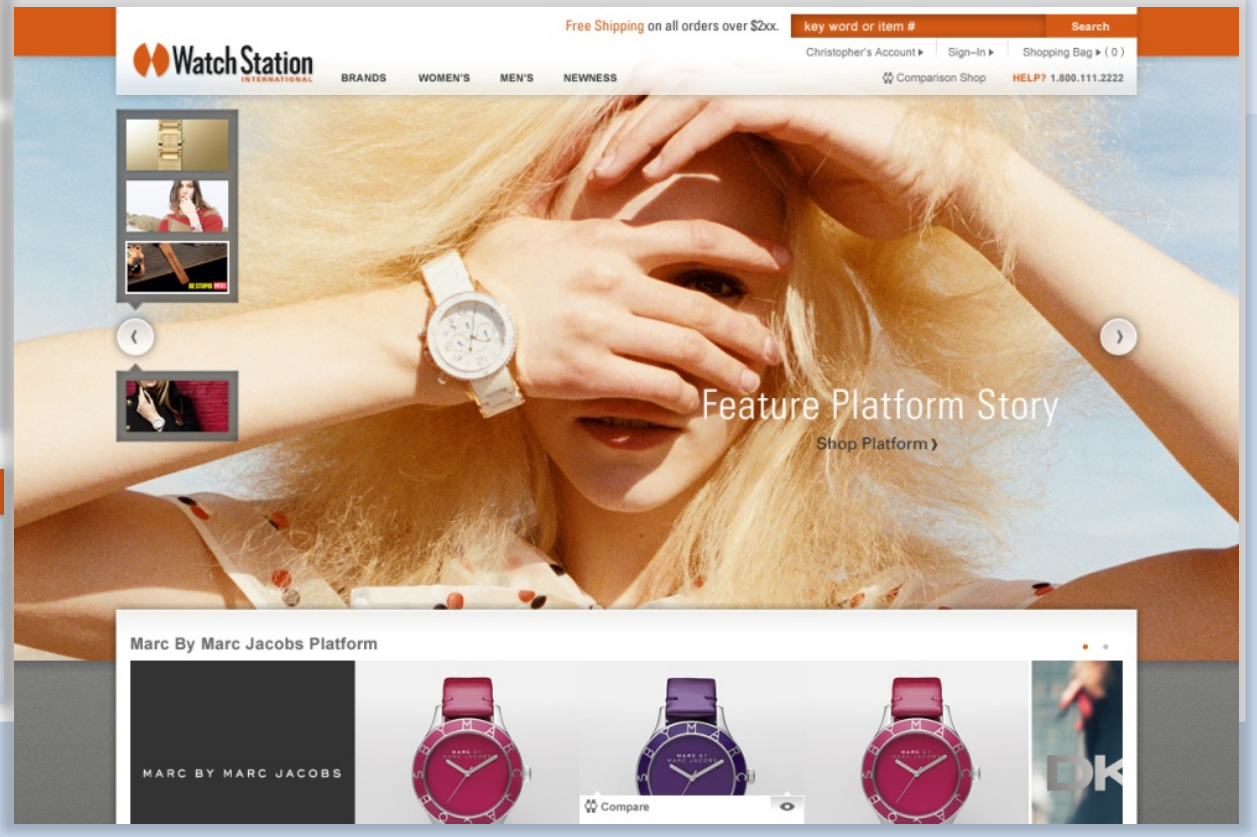






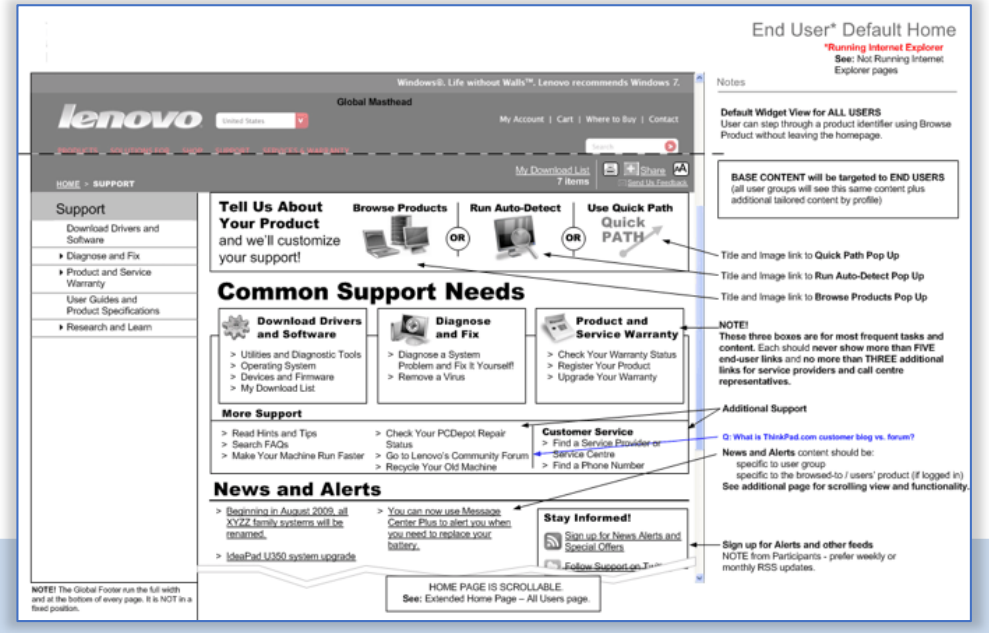


http://www.watchstation.com

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



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

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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

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HMA

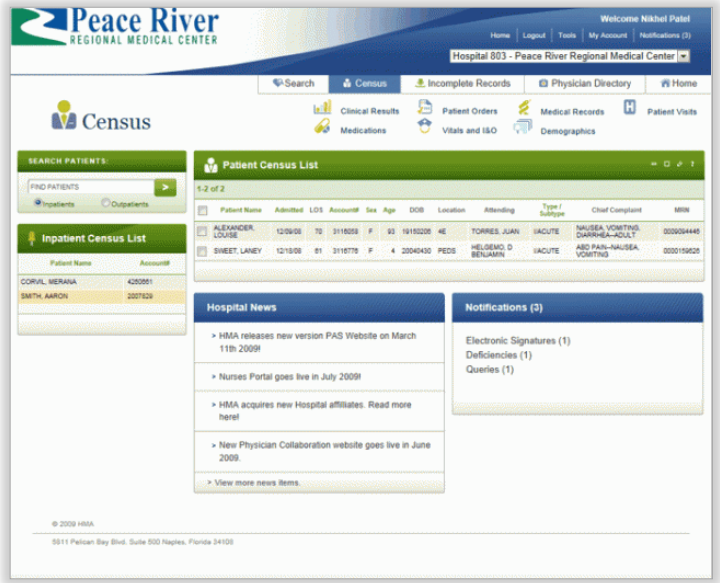
Healthcare

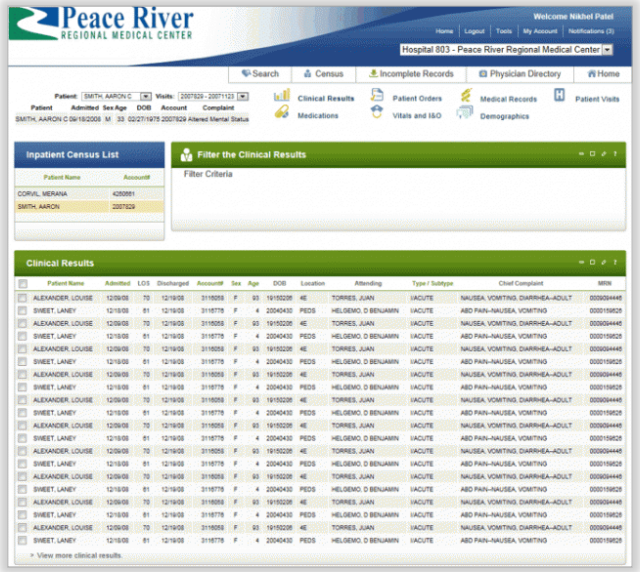
Heath Management Associates is a perfect example of iconography winning the day. We gut checked the icons to see if the users associated the tasks to the icons and increased click through the application by 200%.

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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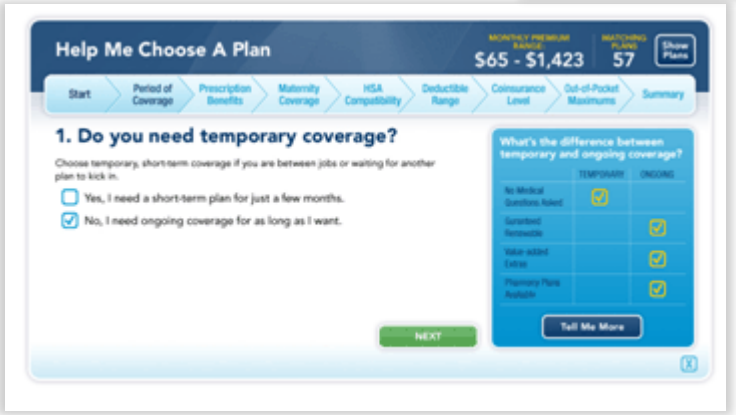
BCBS Member Portal

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



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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

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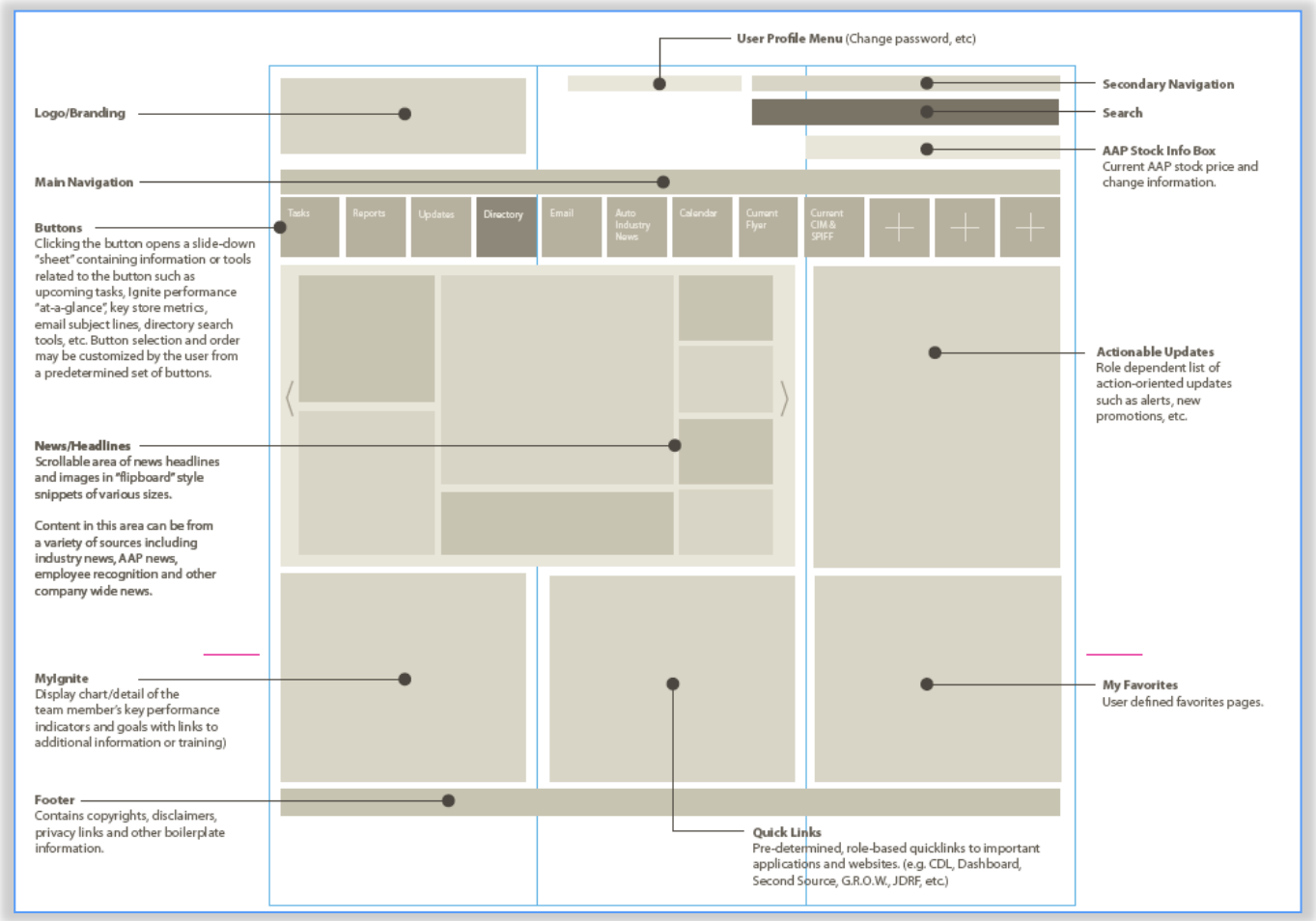
Advanced Auto Parts

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.



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Progress Energy

Mobile, Web, and Tablet Applications

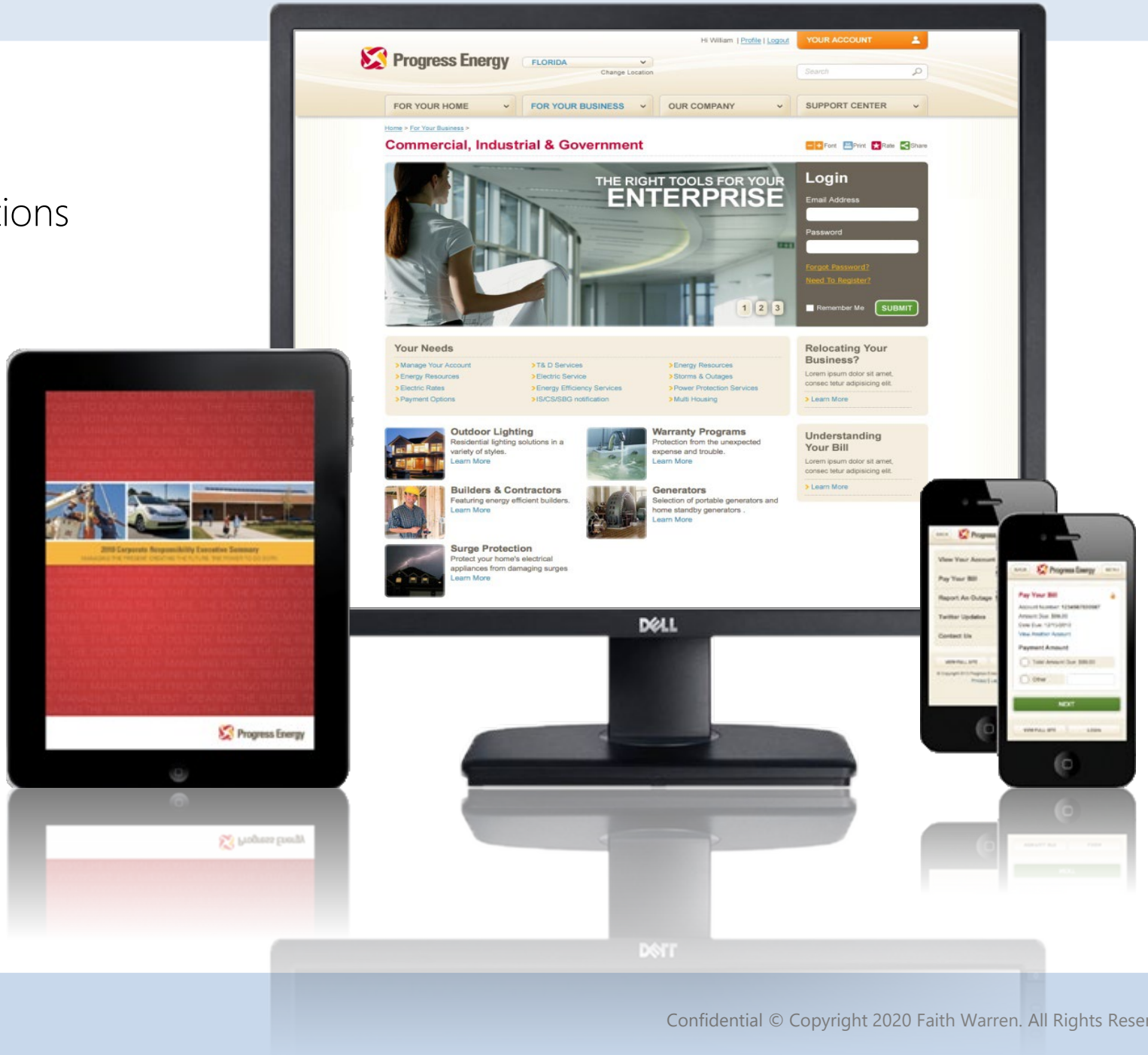
Designed and developed a cross-platform experience for Progress Energy.

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



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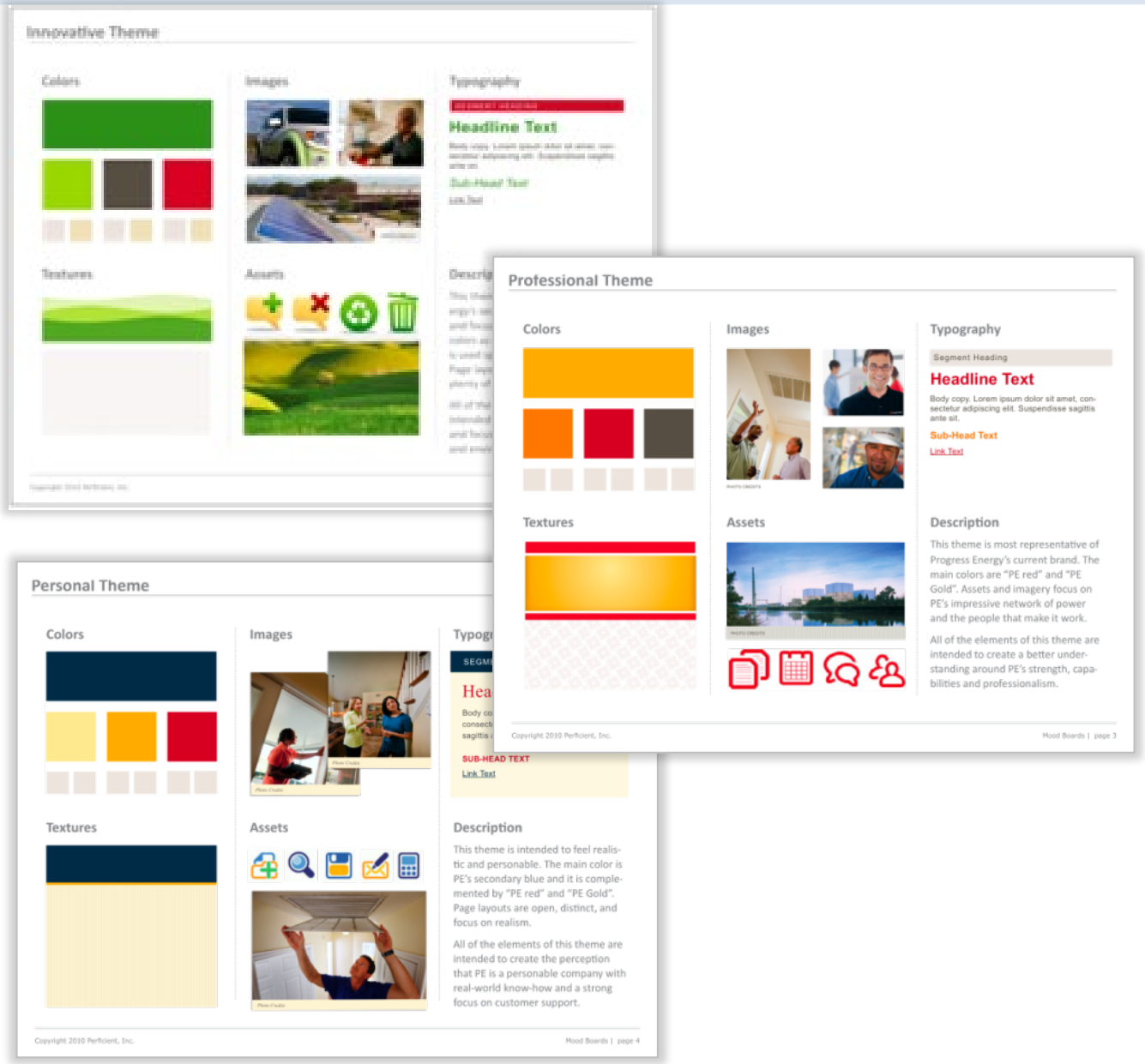
Progress Energy

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.



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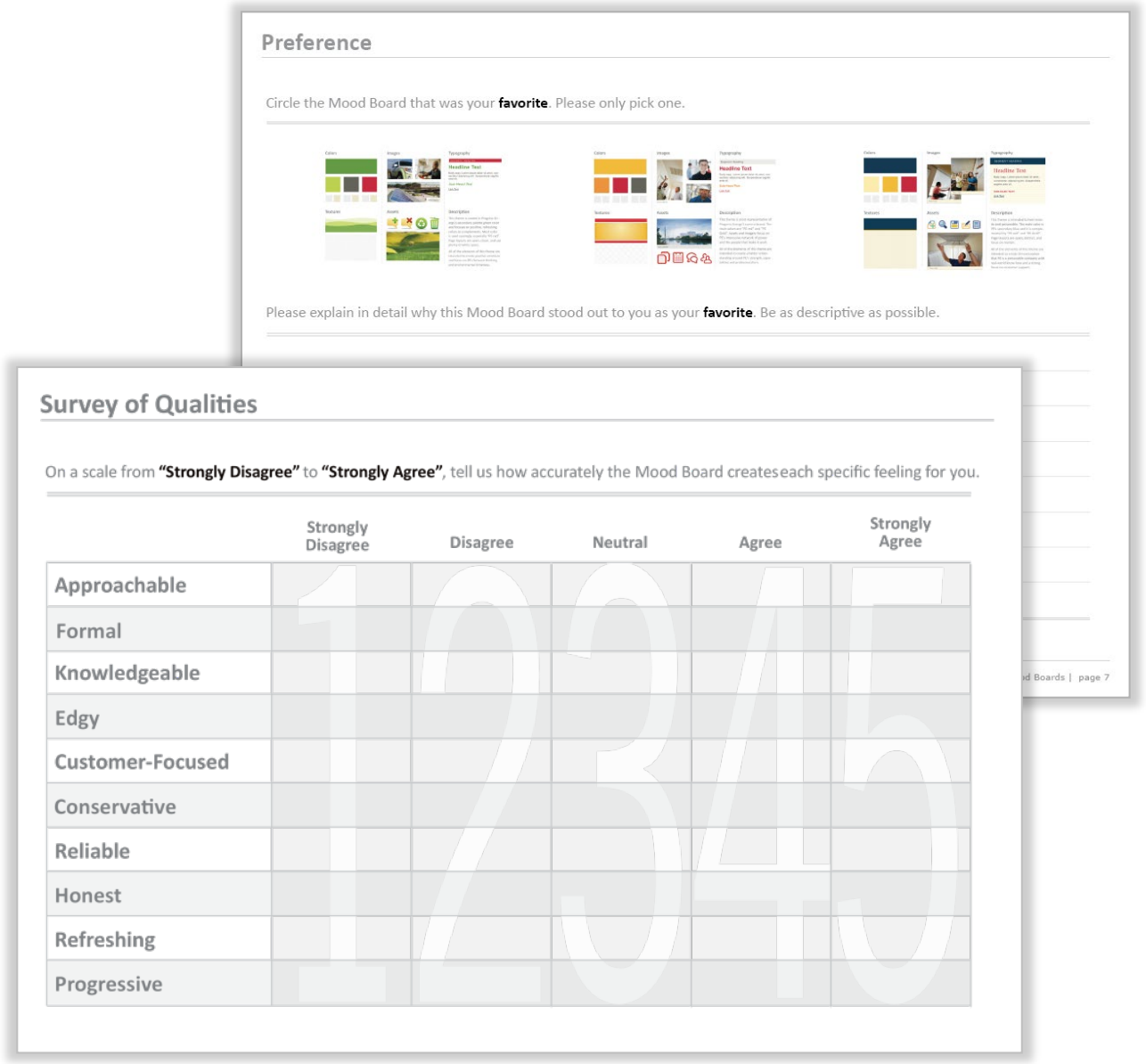
Progress Energy

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.



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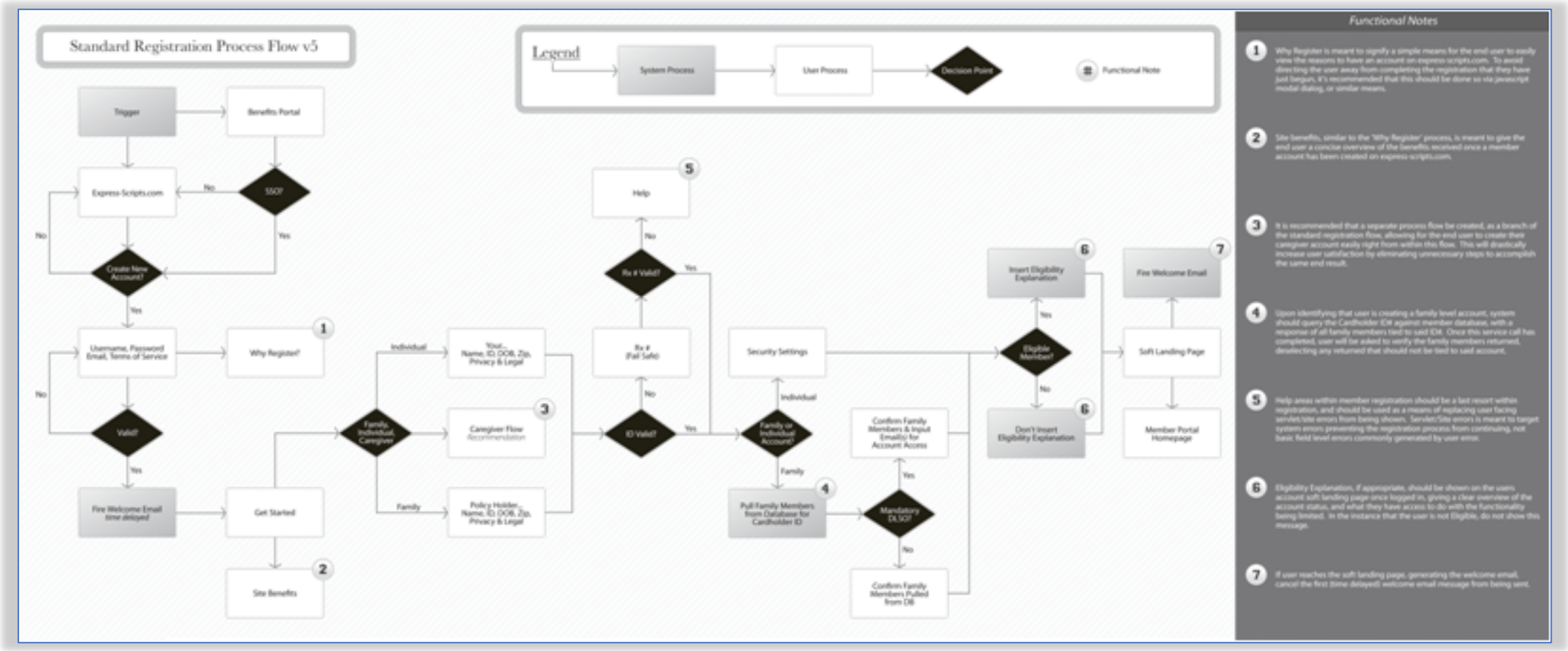
Task Flows

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.



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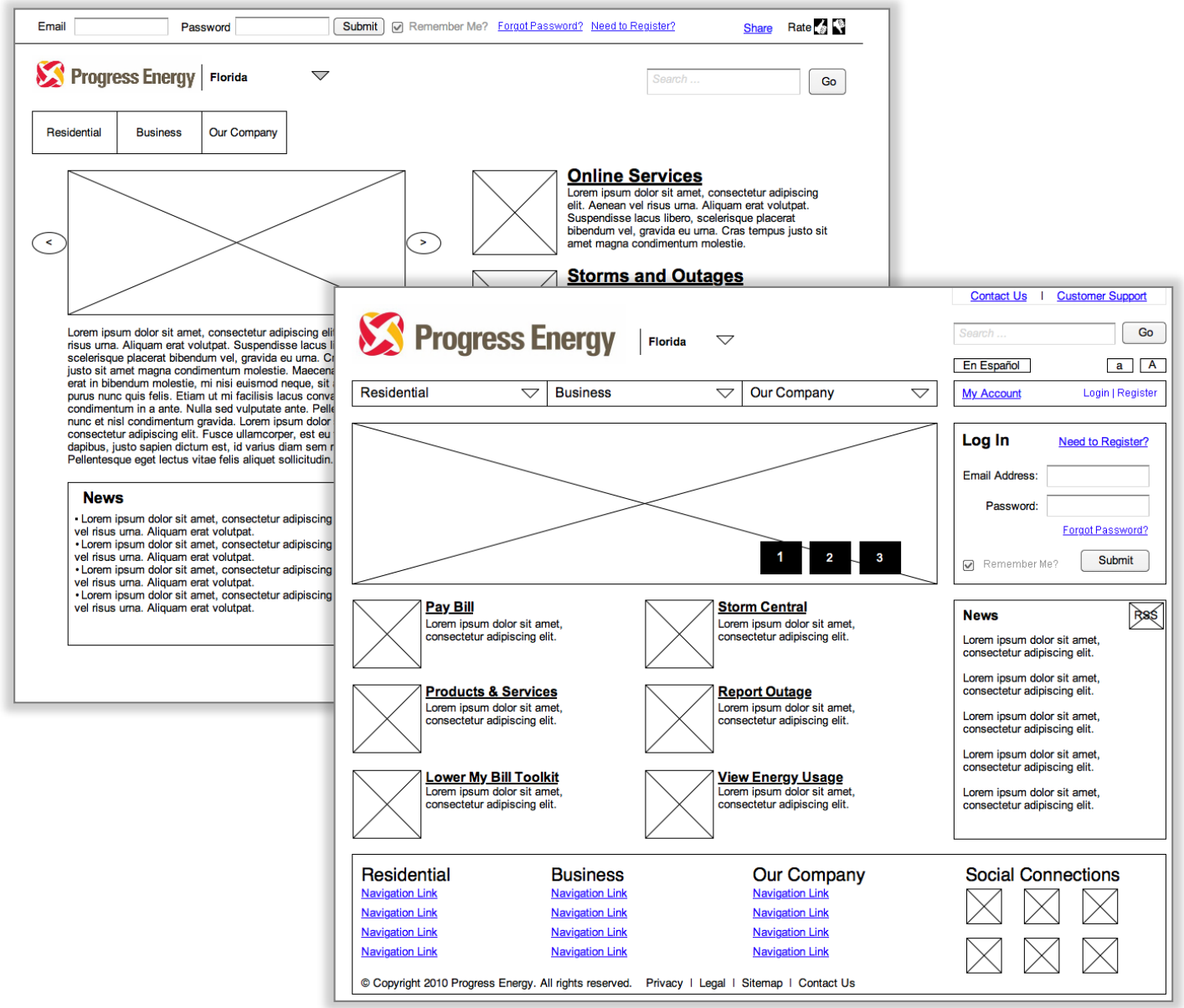
Interactive Prototyping

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.



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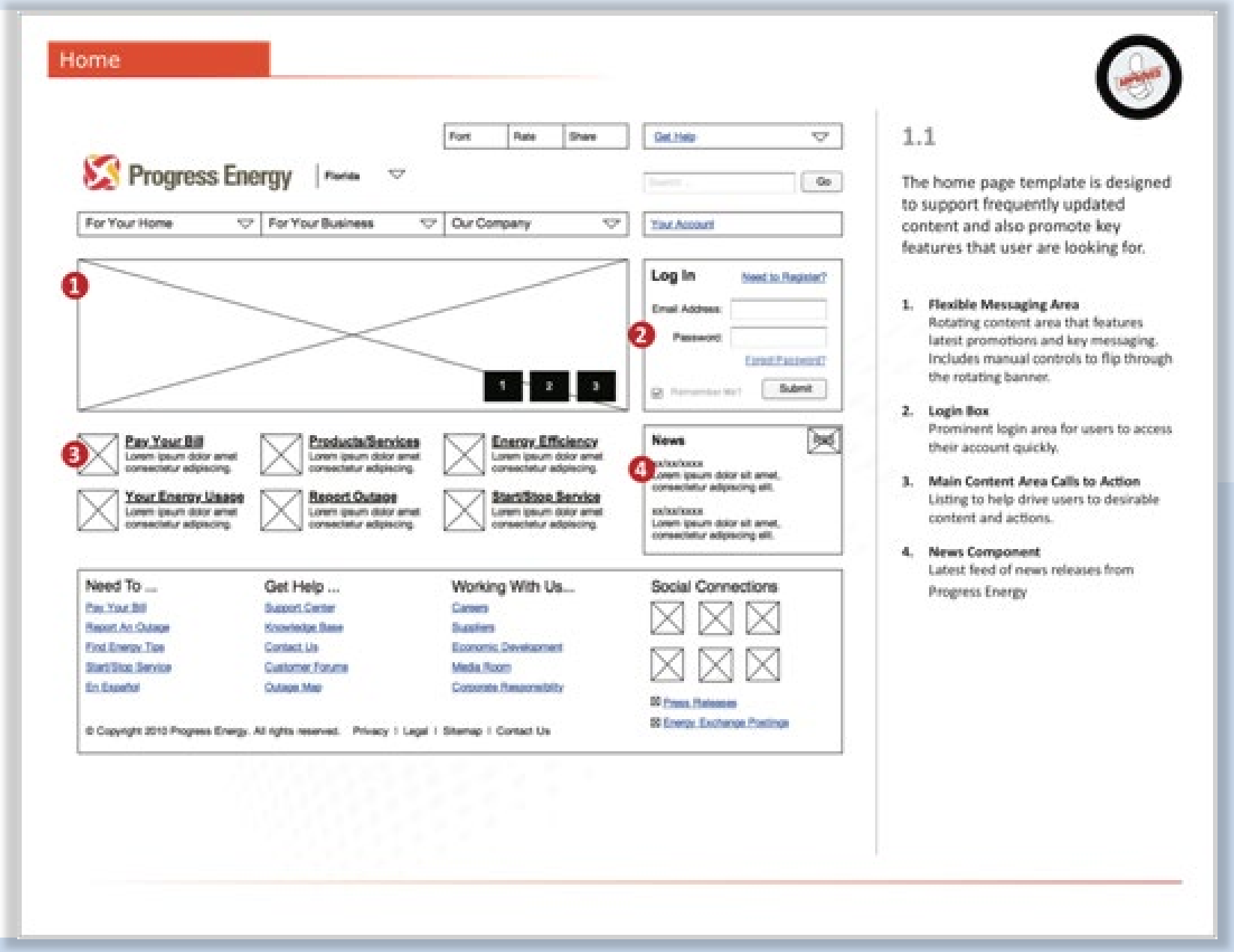
Detailed Design

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.



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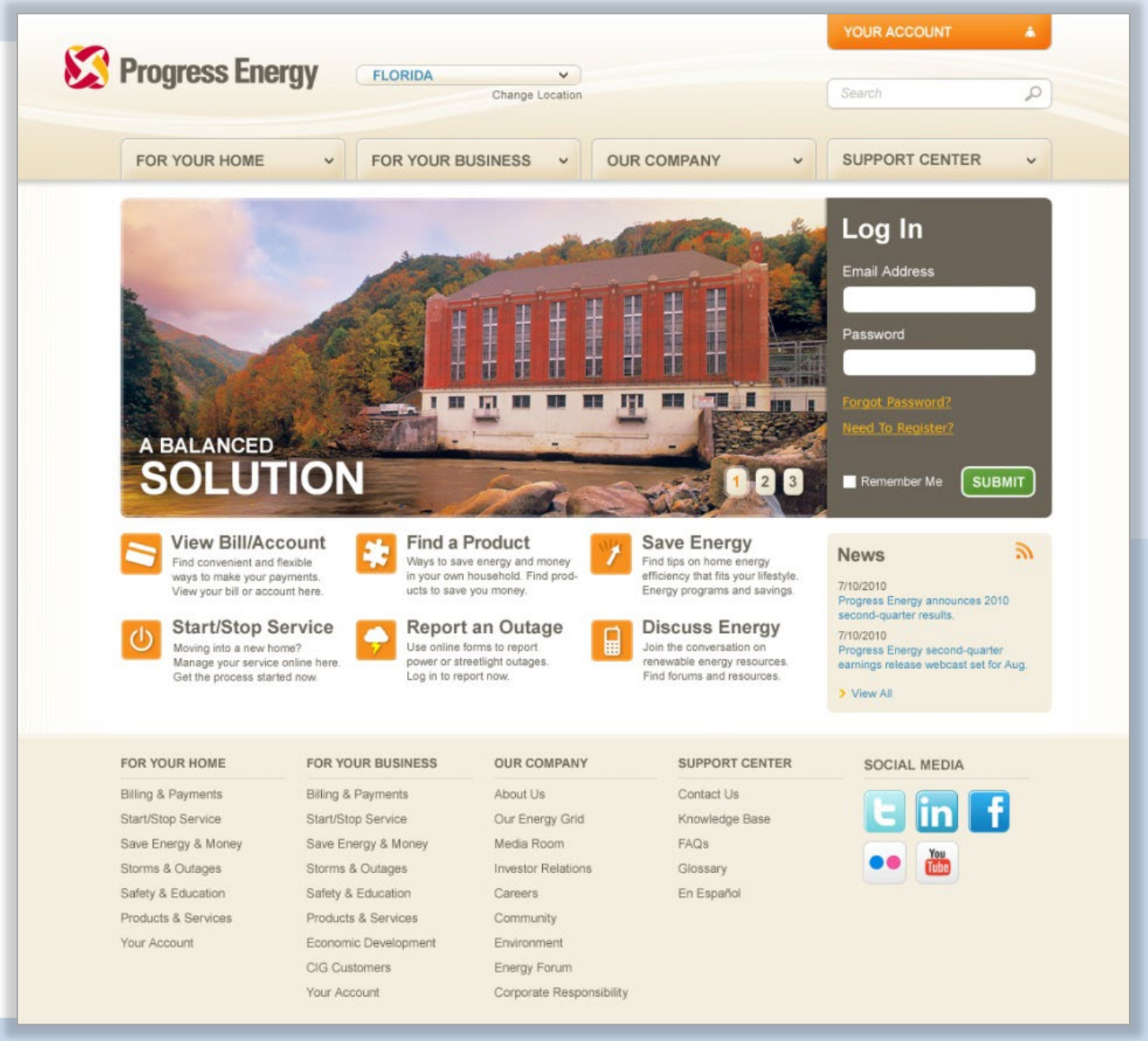
Progress Energy

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.



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