

FAITH WARREN

DIRECTOR OF UX, PRODUCT OWNER

Dallas, TX 75214
faith@faithwarren.com
https://faithwarren.com



Throughout my 25+ years of multifaceted UX and Product Ownership experience, I have demonstrated significant success architecting numerous leading-edge, game-changing solutions for high-profile corporate clients and successful startups. My communication and client engagement skills have enabled me to forge reciprocal partnerships with C-level decision-makers, key clients, and vendors to bring innovative services to market. Further, I excel at mapping client business problems to end-to-end technology solutions. I also offer a record of success envisioning, planning, and implementing new enterprise-scale processes and applications in the B2B and B2C digital space, by leveraging my extensive cross industry expertise in building SaaS applications.

My strengths include an aptitude for breaking down complex concepts into simple, streamlined user experiences that drive user adoption. Finally, I would like to note that I am an accomplished, respected leader, team builder and coach and mentor of large, multifaceted teams operating globally and remotely.

SENIOR PRODUCT OWNER

DATABANK HOLDINGS

400 South Akard Street, Suite 100, Dallas, TX 75202

May 2023

214-720-2266

BMaaS:



I was challenged to help DataBank productize and sell BareMetal as a Service (BMaaS) at a Data Center level to their fortune 500 customers. I had to re-validate and learn everything about the product that failed to launch for 18 months with various Product Owners. I successfully lined up the necessary resources, orchestration software, even resellers, hardware costs and agreements with Dell. This product was set up to successfully launch when I left. Launching the product was the goal, and in this I was successful. Product Owner jobs are occasionally seasonal, because as soon as you launch something sometimes the company decides they can handle it from there.

My contributions and successes in this role included:

- Corporate Competitive Analysis: BMaaS by delivery by other companies, their pricing, their offerings, their orchestration software review.
- User analysis to determine who their "target audience is" and relay to sales who to target and what types of companies would want Bare Metal.
- Vendor and software supplier negotiations with Dell, SHI and MetalSoft an orchestration software to deploy Bare Metal in large Data Centers.
- Formulated in-depth outlines of business processes required for implementation of planned execution of BMaaS.
- Liaised and negotiated with vendors, steak holders, development and C-Level in determining scale and costs of planned release.
- Assessed net income versus income upon allocation of resources.
- Was responsible for assessing price, costs, business process flow and implementation.

SENIOR PORTAL PRODUCT OWNER

FLEXENTIAL INC.

600 Forest Point Circle Suite 100 Charlotte, NC 28273

April 1, 2021 – February 20, 2023

(FTR) 888-552-3539

CUSTOMER PORTAL:



I was challenged to help Flexential "Flex" and make a very cool "Customer Xperience Platform" where IT Administrators and Infrastructure administrators could go online and visualize their power, bandwidth utilization, custom name their cage, cabinets and do cross connects. All this while viewing their many disparate applications they use for BaaS, DRaaS and Cloud services in a single pane of glass. Where they have more visibility into what is going on in their Hybrid IT Infrastructure. I was glad to be a part of this amazing team of individuals that helped me realize this dream for Flexential. I look forward to my next challenge as I leave Flexential on a good trajectory with a great growth plan. But will miss this very complicated jig-saw puzzle that made up Flexential and made it a special place for a time.

I was charged with being the Product Owner of a pioneering "Flexential Customer eXperience Platform" (FXP), empowering hybrid cloud and IT administrators with detailed visual representations of customer infrastructure power levels, bandwidth utilization for correctly charging for power and bandwidth utilization. My contributions and successes in this role included:

- Implemented capacity for viewing myriad disparate applications utilized for BaaS, DRaaS, Bandwidth, Power and Cloud services in a single pane of glass.
- Formulated in-depth outlines of business processes required for implementation of planned enhancements.
- Liaised and negotiated with vendors, steak holders, development and C-Level in determining scale and costs of planned improvements.
- Assessed net income versus income upon allocation of resources.
- Efforts were instrumental to providing Flexential's customers with dramatically increased visibility into the nuances of their Hybrid IT infrastructure's performance, and when they were above "committed rates".
- Bandwidth visualizations allowed Flexential to show, manage and correctly charge for 9 types of bandwidth utilization.
- Enhanced user Experience with the efforts of the CX Team to report on what was important to the users.

PORTAL PRODUCT MANAGER

CBRE INC.

2100 Ross Ave # 2950 Dallas, TX 75201

July 1, 2020 – November 9, 2020

(800) 367-5690 EID: 12424

SERVICE INSIGHTS PORTAL:



In this role I worked on the Service Insights team to "modernize" the application and all the peripheral applications that plug into it. It is basically a facilities management software that had things bolted on over time and evolved to be a big monolithic application that isn't the most user friendly. The goal is to rebuild the application using User Centered Design Values. They also wanted to design it in such a way it would be software they could resell. SaaS. I worked with the Business

(CIO, Board and Director level) and Product Owners to pick pivotal modules that were the backbone of the application to be modernized using UX User-Centered Design Practices with focus groups representing the users.

I partnered with the Service Insights team to revamp and streamline an unwieldy facilities management platform and all associated peripheral applications. My contributions and successes in this role included:

- Spearheaded efforts to rebuild application by employing user-centered design (UCD) methodologies.
- Liaised closely with executive team (C-level, Board- and Director-level), focus groups and product owners to identify and select pivotal modules functioning as backbone of application for modernization via UX / UCD practices.
- Integral in framing redesign to deliver a marketable SaaS solution for facilities management to external users.

SEO WEBSITE CONSULTANT (HUMAN FACTORS ENGINEERS AND ERGONOMISTS)

TxMQ

April 2020 – June 2020

501 John James Audubon Parkway, Suite 103 Amhearst, NY 14228

(716) 636-0070

I designed, architected and optimized the customer's corporate website for SEO capabilities and alignment with company values. My contributions and successes in this role included:

- Conceived and executed numerous changes and iterations in preparing project for closure within tight deadline.
- Successfully executed 3-month contract on time and under budget.

SENIOR UX PRINCIPAL I

NEUDESIC LLC

July 8, 2019 – December 16, 2019

125 E. John Carpenter Freeway Suite 950 Irving, TX 75062

(800) 805-1805

Senior UX Principal. Digital Workplace for Dallas and the Central Region. This role required a mix of being a technologist and having an appreciation for how technology drives business value. I have broad industry and deep technology knowledge and the ability to architect solutions by mapping client business problems to end-to-end technology solutions. I have demonstrated the ability to engage senior level technology decision makers in knowledge management, collaboration, and process automation. I was a key enabler for Neudesic's account executives and Client Partners as we jointly pursued opportunities to bring Neudesic's services to market.

I drove Neudesic's market expansion in the Central Region by working closely with a local sales and delivery units. I focused on leveraging my deep technical background in modern digital workplace technologies and my ability to build solutions that address employee productivity and engagement challenges. I leveraged my practical experience in developing large, complex business solutions and teamed with highly skilled technologists from around the world to ensure flawless service delivery. With my strong background in a diverse set of technologies I helped assess new technologies applicability and validity in solving the real-world business problems of the present and the future.

I excel at building trust with clients and our technologists. I actively partnered with solution architects to drive client success by providing practical guidance based on my years of experience in digital workplace solutions. I also partnered with a diverse sales unit to professionally represent Neudesic experience and ability to drive business results. In addition, I assisted in creating sales assets that clearly communicate our value propositions to technical decision makers.

I was a vital driver in Neudesic's market expansion throughout Central Texas through my close partnership with local sales and delivery units.

My contributions and successes in this role included:

- Employed broad technical savvy with modern digital workplace technologies to design numerous large-scale, highly complex business solutions addressing employee productivity and surmounting engagement challenges.
- Forged partnerships and engaged closely with highly skilled global technologists to collaborate on flawless service delivery.
- Teamed with Neudesic's account executives and client partners in collaboratively pursuing opportunities for bringing Neudesic's services to market.
- Mapped client business problems to end-to-end technology solutions.
- Skillfully leveraged deep and diverse technology background to determine applicability of new technologies for solving real-world business problems.
- Deftly developed robust sales assets for senior-level business and technology decision makers that enabled clear, concise presentation of value propositions for knowledge management, collaboration and process automation solutions.

DIRECTOR OF UX & DIGITAL MEDIA WITH SEO

AMERICAN FIRST FINANCE

May 25, 2017 – June 2018

8585 N. Stemmons Fwy. Dallas, TX 75247

(855) 725-1188

Built workflows, then prototyped and tested with Axure RP for mobile payment portal, corporate web, and Dealer Portal. Wire-frame and prototyped roadmaps and modules, providing use cases and user testing on prototypes before development efforts commenced with Axure RP. Development and analysis of analytics for improved customer experience, using Data Science team and Google Analytics.

Consulted with team members regarding branding and marketing techniques to reach a broader audience for the products offered utilizing SEO and other marketing strategies to broaden the portfolio to new industries. I performed GAP analysis on Dealer Portal to make it work for these new industries.

Managed a mixed team:

- IA, BA, QA, Designers, and Developers using JIRA and AGILE methodologies.
 - Wireframed and prototyped roadmaps and modules, providing use cases and user testing on prototypes in advance of development efforts.
 - Prepared analytics for improved customer experience, leveraging expertise of Data Science team and utilizing Google Analytics.
 - Guided and coached multidisciplinary team comprising IA, BA, QA and software design / development professionals, ensuring team efforts aligned with JIRA and Agile methodologies.

- Integrated UX into the Agile Process. Facilitated ongoing reviews of user interfaces for needed updates and to maintain consistency in look and feel across all interfaces.
- Consulted with C-Level Executives for:
 - Advised C-suite executives on matters such as selecting optimal software products for CRN, marketing / branding, analytics and audience growth.
 - Branding and marketing techniques to reach a broader audience for the products offered.
 - Engaged with team members in advising on branding and marketing tactics for expanding audience and industry reach via SEO and other marketing strategies; conducted GAP analysis on dealer portal for alignment to newly targeted industries.
 - Identifying the right products to use to develop and integrate into new user interfaces.
 - Advised on best design practices to arrive at an end-product that meets all the visual and functional requirements by using Axure RP to prototype clickable wire-frames.
 - Created software road maps and identified modules and assigned importance.
 - Piloted numerous initiatives for development and enhancement of corporate website, partnering closely with C-suite in roadmap development; technical contributions included CX design and production of all graphics, icons and imagery.
 - Integrated UX into the Agile Process.
 - Redesign led to 40%+ increase in new revenue through online applications from vendors and additional holistic gains from companies that employed site to sign on and acquire financing options for their customers.

Product Management:

- Designed front end user interfaces customized to the needs of the end users and while keeping the processes they were solving for intact.
- Periodic review of user interfaces for any necessary updates and insured the consistency in the look and feel across all interfaces.
- Created software road maps and identified modules and assigned importance.
- Front-end UI development and overview, insuring modules are reusable and maintainable.
- Code review of front-end development to insure code had been written using industry best practices. (Bootstrap and Angular)
- Orchestrated code reviews and coordinated front-end UI development / overview to ensure modules were reusable, maintainable and aligned with industry best practices.

Corporate:



Corporate Website: I developed the customer experience design and worked with all the C-Level executives in the company to craft a road map for the company corporate website. I created all the graphics, icons and imagery for the site in Photoshop and Illustrator. Once complete the company gained over 40% new revenue through online applications from Vendors and additional holistic companies that used the site to sign on and receive their financing options for their store customers. It was a remarkable turnaround in the last quarter of 2017 that was in large part to the new corporate image and branding I implemented.

- [Digital Marketing Experience Page](#) – This page displays some of the artifacts from my re-branding efforts for American First Finance.

Initiatives:



I ran many sales initiatives for new in store POP. Created workflows for processes around funding and returns, worked on new designs for the Dealer Portal, Quick Loan screens, and Beta Collection Pages that were still in their infancy and not far from green screens. I designed, tested and deployed the Consumer Payment Portal using "Mobile First" strategy. Built into the Consumer Payment Portal, a "Second Chance" Program that kept revenue in the portfolio that would have been sent to collections.

- [Consumer Payment Portal](#) – Axure RP Wireframes in Word Document

LEAD UX TEAM MANAGER SOUTH CENTRAL USA

AVANADE, INC

5221 N. O'Connor Drive Irving, TX 75039

May 9, 2016 – March 1, 2017

(469) 420-2000

As a XD/UX Group Manager there is a whole arsenal of **CRM Applications and Analytics Tools** that I use, and a lot of practices that I bridge to be effective in what I do. I have 25 years of experience architecting and planning new processes for business enterprises in the digital space and introducing UX to AGILE in a lot of cases. I can take the 10,000-foot view and break it down into simple user experiences that make businesses run better and users enjoy their experiences. This expertise translates to better business processes and user adoption.

- Advocated for the inclusion of UX in the AGILE process.
- Directed and managed program development and implementation, including budget planning and preparation, business requirements and measurement metrics.
- Defined project scope, goals and deliverables that supported business goals in collaboration with cross-functional and cross-operating company teams.
- Developed working plans and associated communication documents in collaboration with cross-functional and cross operating company teams.
- Managed data quality data and metrics collection, reporting and related activities.
- Program management and development, including enhancements to customer experience and operational efficiency.
- Use metrics to identify issues, make decisions, track improvements.
- Presented project updates and status to various stakeholders including C-Level Executives.
- Assisted learning and development to facilitate design and deployment of application, including training programs in AGILE and scrum and User Acceptance Testing.
- Planned and engaged various C-Level partners when necessary, including: Labor Management, Technology Integration, Asset Management, Standard and Procedures, Network Operations, and Marketing.
- Communicate with C-Level Executives and field management on project status, risks, and opportunities.
- Prepared high-level business presentations using MS PowerPoint, including usage of relevant data as appropriate for Business Development purposes.
- Interacted with and directed third-party vendors and developers (sometimes in another country).
- Developed and documented business requirements, including possible system applications and APIs for integration of mature applications.

Whole Foods Market:



UX Channel Manager: Created systems and frameworks to organize information and help users understand how solution or service will work and behave over time. Employ user centered design processes, conduct research and work with the client to identify new business internal user flows. Integrate and address internal user needs and balance them against business, brand and technical goals and needs. Communicate solutions, usually in the form of Use Cases, Work Flows, or GAP analysis documentation, or prototype designs across platforms. Worked with the company to identify how to use API's to plug Sitecore in as their new web CMS technology.

Rockwell Automation:



I acted as the **Interim CXO** because they wanted to build out that position. During that time I managed the customer experience design and release strategy. I helped Rockwell Automation scope and define the requirements of the first waves (MVE – Minimum Viable Experience) of customer experience changes; guided experience and scope decisions around several digital initiatives including: authenticated customer experience (portal), repair eCommerce, subscription management and sign-on/registration initiatives.

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

Pfizer:



I was the **Product Owner** and analyzed the needs of the target users and how they perform tasks to create an optimized user experience. I achieved this by digging through data to see what could be aged out of the application due to no longer being used, and identified a pattern for all teams to adopt for a template. I managed a team of developers, offshore designers, and trained an intern on the SharePoint Application. Provided process flows, use analysis, then wireframes, high fidelity comps, and a style guide in Axure RP. Provided approach on how to best handle community sites that were highly customized with SharePoint Designer. Helped implement some email forms in Pega.

Created the development plan for implementing:

- [Axure RP Word Document](#) – Wireframes, HTML, Bootstrap (the framework for implementing responsive design)
- Incorporate html/bootstrap code into SharePoint master pages, CSS, JavaScript, etc.
- Manage Offshore UX Design Team of 20.
- Trained a new Information Architect Intern.

SENIOR UX PRODUCT MANAGER

LIQUIDITY SERVICES, INC.

3000 Internet Boulevard Suite 190 Frisco, TX 75034

February 4, 2016 – April 9, 2016

(972) 294-7350

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

LSI:



- [LSI eCommerce Platform](#) – Active HTML Mockups (not all links will work these are for demo)
- [Style Guide for LSI](#) – Axure RP Wireframes

SENIOR UX PRODUCT MANAGER & SME

MARKET6, INC.

500 Lake Cook Road Suite 150 Deerfield, IL 60015

January 21 2013 – January 21, 2016

(630) 501-1761

Joined Market6 and worked remotely from Dallas, as a **Senior UX Product Manager** to help them build their Digital Strategy for their Brand of Products. I lead the efforts to improve user experience within a variety of homegrown, CMS and foundation applications for a software for sales (SaaS) startup now worth 180 million. I identified that the users of these applications varied 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 for Kroger as well as warehouse inventory, ad sales, and forecasting for all Kroger's Vendors. I was also responsible for managing Design Standards across all the Market6 applications. I ran three teams varying in size from 30-50 people.

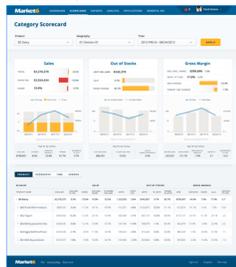
Market6:



Managed the Digital Data Strategy, with Sales and Product Managers putting the initial discovery documents together, site maps, wire frames and workflows for Dashboards and Data Intelligence with Axure RP. Worked with the C-Level Executives to gather information about the company's goals and strategies, identify their competition and target audience and came up with strategies to improve user experience and application performance.

- [Market6 Final Design Deliverables](#) – Axure Wireframes of the final designs.
- [Market6 Portfolio Page](#) about the project.

DemandView:



Managed the foundation application that needed updating, so I worked with the Management Teams to determine a more up-to-date look/feel. Produced hi-fidelity mockups and did hands on UI changes. Worked directly with the C-Level Management to gather information about the changes and managed the developers to code and make the changes within the code library to be published to the project injecting AGILE SCRUM methodologies utilizing JIRA ticketing.

- [DemandView](#) – Early wireframes of the application we were building.

Vantage:



Provided valuable Product Management Experience in the design and delivery stage of the Vantage product. Consulted with an outside firm called FuzzyMath to interact with the C-Level Executives and Vendors to get the requirements and design hi-fidelity mock ups (Axure RP), which were implemented into the actual code base, utilizing WebSphere Development Studio Client and a combination of code repositories for simultaneous code integration from developers.

- [Market6 Design Sprint Samples](#) – Early wireframes of the application we were building.

Foundation:



Foundation was the in-house application the client called the "Vendor Lab" for the grocery chain we contracted with. I helped by acting as the sole **Product Manager** prototyping wireframes and workflows in Axure RP. We took this application out of the "Kroger Vendor Lab" environment and re-designed and re-imagined it from Vantage/DemandView and renamed it "OnDemand". This was the baseline for all our applications as we rebuilt and moved everything to the cloud making it **SOX and HIPPA compliant** and is so much more than it was!

- [Procurement Scorecards](#) – Early Wireframes for Kroger to look at Vendor Activity

SENIOR USER EXPERIENCE ARCHITECT

CLICK HERE, INC.

8750 North Central Expressway Dallas, TX 75231

July 19, 2012- November 2012

(214) 891-5378

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

ROYAL AHOLD:



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

Home Depot:



The Home Depot – Axure RP Wireframes and designed two iPhone applications and a Video Chat Help Module for HomeDepot.com. This was work done to try to drum up business. I workflowed and wireframed a whole concept for sales to present to Home Depot.

- [Future of Sharing](#) – Mobile Social Application Concept (Workflows and Axure HTML Wireframes)
- [Quick Fix Application](#) – Mobile Concept (Workflows & Axure HTML Wireframes)
- [Video Chat Help](#) – Web Module Concept (Workflows & Axure HTML Wireframes)

PANCAN:



Worked directly as the **UX Project Manager** with the PANCAN Management Teams out in Manhattan Beach, CA to design the architecture and wire frames for their new interactive online annual report. This was a cooperative effort with Richards Analytics to gather the requirements, and The Richards Group to do the creative.

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

Scott & White:



Worked internally with our Digital team to develop a digital sitemap of the Scott and White Ecosystem as it stood. Formulated a plan to manage and best engage their customers in the future with emerging technologies they were implementing, and how best to leverage those assets.

- [Scott and White Point of View](#) – Word Document

Corner Bakery:



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

- [RSVP Workflow PDF Document](#) – Workflow for the RSVP System to "Receive an Appointment for a Free Lunch"

MetroPCS:



4th Fighter iPhone Application – proofed creative for any Usability issues.

Casio:



Projector Sweepstakes Web Application: I created the work flows and click-able low fidelity wire frames of the application and worked all the way through proofing the final design.

QuikTrip:



Mobile Website and iPhone Application: Wireframed and workflowed about 80 pages for both the QTMobile Application and the Mobile Website.

- [QT Concepts](#) – Axure RP HTML Wireframes
- [Mobile Site](#) – Axure RP HTML Wireframes

GoRVing:



RV Selector Tool: Re-architecture of the "Find an RV" Application. The client wasn't happy with the initial design and asked for it to be redone. My Axure RP wireframes made the client happy enough to let us move ahead into creative and deliver the proposed application.

Fruit of the Loom:



Corporate Website Axure RP Wireframes. Worked with another UX Architect finish out the last of the wire frames for hand off during delivery and proofing.

FRUIT OF THE LOOM®

DreamFund:



Corporate Website Axure RP Wireframes. Worked with another UX Architect finish out the last of the wire frames for hand off during delivery and proofing.

UX SME: SUBJECT MATTER EXPERT

TIMBERHORN / ETTAIN GROUP

3000 Internet Blvd Suite 100 Frisco, TX 75034

June 14, 2012 – June 29, 2012

EmployDrive (804) 993-4377

Consulting out at American Airlines implementing mobile applications and working on the conversion and updating of the corporate website as a consultant for Timberhorn/Ettain Group IT.

AA:



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

SENIOR UX PRODUCT MANAGER

NET.ORANGE / NAANT HEALTHCARE

March 12, 2012-June 8, 2012

5000 Quorum Drive Suite 400 Dallas, TX 75254

(972) 550-0568

Net.Orange:



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

LEAD UI/UX MANAGER: UX ARCHITECT & ENGAGEMENT MANAGER

PERFICIENT, INC.

August 23, 2010 - March 12, 2012

5465 Legacy Drive Plano, TX 75024

(972) 212-8900

Perficient:



As a part of the National User Experience Practice, I was engaged on several top fortune 500 projects where I led the efforts to build out applications across many fortune 500 clients for widely different user bases and industries. I built touch screen POS applications, Business-to-Business applications, websites that worked in tandem with mobile and tablet technology, huge help desk applications seen by millions. I also worked on data rich applications, and for companies managing properties across the world. I also worked on White House Projects and government projects. I was even put in place of a **Director of New Development** for Fossil for all "new development".

- [Fight For Cancer Research Initiative](#) at Perficient

AAP:



(**Managing UX Architect & Engagement Manager**) Interfaced with the C-Level Executives doing work flow analysis, design, and enhancements for the "Find It Fast" application slated to replace their existing Point of Sales Application in over 300 stores. It was also intended to also serve as a kiosk in stores and eventually be online, and replace their POS Application. I led a team of over 40 resources consisting of UX Designers, Developers, DBAs, Business Analysts, and mixed resources from Perficient, AAP, and other agencies. I was also the **Engagement Manager** - managing the resources on site that were working (for Perficient) to redesign the company intranet, and extranet resources.

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

Dell:



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

- [Integrity.com](#) - Was a Major Computer Wholesaler Retailer
- [Integrity Axure RP Wireframes](#) - Wireframes (Very Large PDF)

Progress Energy:



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

- [Progress-Energy.com](#) - 3 Major Electrical Suppliers merged Brands
- [Progress Energy from Beginning to End](#) - Samples of Artifacts Used to design new Brand (Portfolio Page)

Lenovo:



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

- [Lenovo Portfolio Page](#)
- [Lenovo Site Redesign Portfolio Page](#)
- [Lenovo.com](#) - Major Computer Retailer
- [Lenovo Axure RP Wireframes](#) - Warning Large PDF of entire Support Section
- [Lenovo Hi-Fidelity Comps made in Adobe Illustrator and Photoshop](#) - Warning Large PDF

First Data Corp:



(Managing UX Architect & Engagement Manager) Led the team doing analysis, redesign, enhancements and testing of a customer facing and call center applications to troubleshoot and determine the best way to approach uniting all their internal one off applications built for credit card processing. Participated in work flows, user testing, contextual interviews, A/B testing, wireframing, mood boarding and data analysis.

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

Cassidy Turley:



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

- CassidyTurley.com – Major Property Management Company

DEED:



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

- CareerOneStop.com – DEED White House Initiative
- [Axure RP Wireframes](#) – DEED White House Initiative
- [Deed Use Case and Assumptions Portfolio Page](#)

Fossil:



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

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

UX ARCHITECT & CREATIVE CONSULTANT & SITECORE DEVELOPER

RCG, IT

3900 N. Dallas Pkwy Suite 150 Plano, TX 75093

February 16, 2010-August 20, 2010

(972) 244-6250

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

Boy Scouts:



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

- [Boy Scout Variation Designs](#) – Posters for a Boy Scout Ad Campaign by Scott Roush (picked on by me until we liked them)

BOY SCOUTS
OF AMERICA®

CREATIVE UX CONSULTANT, DATA MINING & DEVELOPMENT

COLLABERA

1707 Market Place Blvd Suite 280 Irving, TX 75063

August 2009-December 2009

Cashmira Contractor (214) 687-0700

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

BCBS:



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

MANAGING CREATIVE CONSULTANT & ENGAGEMENT MANAGER

RED RIVER SOLUTIONS

14800 Quorum Drive Suite 325 Dallas, TX 75254

April 2009-August 2009

(972) 715-6100

DotNetNuke Website Installation, custom design and integration, some Axure RP wireframing and workflows:

Corporate:



- Dot Net Nuke Website on a Windows Server
- [Red River Corporate Site Wireframes](#) (PDF)

VPS: MANAGING CREATIVE CONSULTANT & ENGAGEMENT MANAGER

VIGNETTE CORPORATION

1301 S. MoPac Expwy Suite 100 Austin, TX 78746

November 2007-January 2009

[Adam Doti](#) (512) 741-4300

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

Vignette Training:

Vignette Portal 7.3- Foundation- Managing Portal Server and Sites (Dec. 10- 12, 2007)

Vignette Content 7.4- Foundation Building Content Management Applications (Dec. 4-6, 2007)

UT SW:



(Managing Consultant) Implemented the new UI design for the UTSW website on Vignette Portal. This was a site re-design project in Vignette Portal acting as a **UI Manager**, Designer and liaison between developers, C-Level Executives and a design firm to ensure new branding and requirements were implemented and coded as documented. Was also the CSS UI Guru implementing the design into the Vignette (Now OpenText) Portal CMS application.

CSAA:



(UX Architect & Product Owner) Responsible for working on the business work flows and implementing the UI for the new "Discounts" section. Worked on the overall site re-skinning project while acting as a liaison between developers, C-Level Executives and designers to ensure new branding and requirements were implemented as documented while maintaining the existing application and providing additional documentation. This included hands on development of an app to take pictures of your car's damages to "submit a claim".

- [Mobile Application](#) – California AAA Accident Report and Status (in my Portfolio)

HMA:



(UX Architect & Product Owner) Responsible for the entire UI design and implementing a new Vignette Portal built to replace their current PULSE (McKesson Application) system for physicians to handle the day to aspects of dealing with Patients in a hospital environment. Plans were to roll out the Physicians Portal to over 350 Hospitals. Designed: workflows, Use Case scenarios, Functional Axure RP Wireframes, and mockups for the site design. After being laid off from Vignette the client engaged me independently to continue to implement the site I designed into the JSP Portlets developed by an off shore team and some local talent. We estimated a 12-16 week user adoption period, but because I discovered in UAT Testing most users were nurses who spoke English as a second language I ran testing to see what iconography resonated with what the users (nurses mainly used it I learned) and 90% user adoption was achieved in 2 weeks. ESL Nurses were teaching other ESL nurses faster than we could account for and claimed they loved the application more than McKesson.

- [HMA HTML Comps](#) – HTML mock-ups for Physician Portal (Not all pages link in demo)
- [Portfolio Page on HMA](#)

Red Cross:



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

NASA:



(UX Architect & Product Manager) Implemented design changes into the website by touching existing Java code and CSS and JSP Portlets, and developed UI Axure RP wireframes, and other Information Architecture Documentation to ensure new branding and requirements are implemented as documented into the Vignette CMS. Fun fact, the website went live with a live video feed of NASA hitting a comet with a rocket to gather intelligence on the composition of a comet, meanwhile Victoria's Secret was going live with their first ever live podcast of their "Angels" Lingerie Show. We beat them by 500 million hits! We deduced there were more geeks than freaks in the world! We had over 25 servers ready and had to only turn on 5 to balance the load! Cisco was onsite and showed us the web and it's usage as the sites went live, it was really cool to see the internet light up when the videos were going live and to see the traffic as it was happening live!

Travel Channel:



(UX Architect & Product Manager) Implemented design changes into the website by touching existing Java code, CSS and JSP Portlets. I developed UI Axure RP wireframes, and other Information Architecture Documentation to ensure new branding and requirements were implemented as documented into the Vignette CMS

NBC iCue:



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

PepsiCo:



(UX Architect & Product Manager) Implemented design changes into the website by touching existing Java code and CSS and JSP Portlets, and developed UI Axure RP wireframes, and other Information Architecture Documentation to ensure new branding and requirements were implemented as documented into the Vignette CMS.

Also sketched out a complete mobile application for in store Managers to use.

- [PepsiCo Mobile App](#) – Axure Wireframes Word Document

Martha Stewart:



(UX Architect & Product Manager) Implemented design changes into the website by touching existing Java code and CSS and JSP Portlets, and developed UI Axure RP wireframes, and other Information Architecture Documentation and artifacts to ensure new branding and requirements were implemented as documented into the Vignette CMS.

Fox Business:



(UX Architect & Product Manager) Responsible for implementing a design built by another firm for the Fox Business News Team into the Vignette JSP Portlets to ensure new branding and requirements were integrated as documented. Once on site I determined that FOX was giving Vignette interns to train and not senior level developers and was instrumental in determining to pull all of Vignette Professional Services resources out of the FOX project.

Grant Thornton:



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

GE Money:



(UX Architect & Product Manager) Credit Card Website: Responsible for design comps, workflows, Axure RP wireframes, and implementing the User Interface Design into the Vignette CMS and JSP portlets custom coded for the environment.

UX ARCHITECT, IA & SITECORE DEVELOPER

COMTEK GROUP

1565 N. Central Expy Suite 200 Richardson, TX 75080

June 2007-November 2007

Dan Patterson (972) 644-6600

imc2:



Information Architect, User Experience Designer, Ektron, and SitecoreCMS Specialist

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

CMO – DIR OF MARKETING & APPLICATION DEVELOPMENT

TRUE SOLUTIONS INC

5001 LBJ Freeway Suite 125 Dallas, TX 75244

February 2007-June 2007

CEO: **Wes Balakian** (972) 770-0900

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

Projects:



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

- True Solution Website – PHP osCommerce Website that was designed by Level10 that was inherited with many security issues, lack of SSL certificates, and needed to be customized to function as it was intended.
- **Network Redesign (Sanitized PDF)** – Managed the redesigned and redeployment of the entire the Server/Network Infrastructure:
 - 2 Linux Web servers
 - 1 Exchange Server
 - 1 SQL Application Server to run SQL, ACT, and Sharepoint
 - 1 Backup Server
 - 1 Windows Web Server
 - Sharepoint – Installation and intranet deployed not configured and complete.
 - ACT – Redeployed and integrated to use SQL and share a database with Sharepoint and the Website.
 - Marketing – Redesign and redeployment of all Marketing Collateral, Ads and Web Marketing efforts.

USER INTERFACE DESIGNER

GLAZERS WHOLESALE LIQUOR DISTRIBUTION

14911 Quorum Drive Dallas, TX 75254

November 2005-February 2007

(972) 392-8200

Glazers:



User Interface Design, JAVA, JavaScript, Perl, PHP, HTML, JSP, XML, Manugistics, iSeries, developing in Websphere Development Studio (WSDS) and utilizing Springfor database calls while transitioning legacy code from the AS400 developed applications.

- **Portfolio Page** – Glazer Projects personal portfolio page (pretty).
- **Manugistics** – Redesigned the "out of the box" Manugistics Application.
- AS400 On Call Database – User Interface Design for the PHP Help Desk Application for on call for AS400 Issues (Internal Website not viewable outside the Firewall).
- **Customer Invoice Inquiry** – User Interface Design for Java application for customers to view their invoices online (in progress).

- **Weighted Averages** – Created the User Interface Design for a New Java Application for the Distributors to use to determine the best prices to charge the end consumers (in progress).
- **Trade Development Knowledge Cellar** – User Interface Design for Java Application that allows the “Trade Development” people to share and collaborate data online.
- Glazers Information Systems – Created the User Interface Design – PHP Portal and Forums for the Application Development Teams (Internal Website not viewable outside the Firewall).
- **Developer Committee Website** – Designed a Website for the Developer Committees.

UI DESIGNER & INFORMATION ARCHITECT

ZSI CONSULTING

17300 Dallas Pkwy Suite 3190 Dallas, TX 75248

April 2005-November 2005

(972) 267-8999

Contracting for ZSI client:

XO Communications:



JavaScript, User Interface Design, Perl, PHP, Oracle, Siebel, Remedy.

- <http://rnrtool> – Designed Internal portal website to take all of XO client’s information and make it easier to access for the Call Center and Customer Service Representatives. Various tools were designed to achieve this goal, line testing, customer databases, integration with Siebel, Remedy and VB.Net applications built onsite to combine customer data for a centralized call center.
- Remedy – Integration of a custom application into the Remedy system to pull user information from acquired companies for one central database where call center data can be stored and manipulated

USER INTERFACE DESIGNER & INFORMATION ARCHITECT

AIR PATROL AC

1321 Valwood Pkwy Suite 400 Carrollton, TX 75006

February 2005-April 2005

(214) 261-0034

Site design, SQL product database, and various ASP/VBscript forms handling data:

Corporate:

ASP Pages, VBscript and a SQL database of the fireplaces, and accessories online.

- <http://airpatrolac.com> – (site no longer live)

USER INTERFACE DESIGNER & INFORMATION ARCHITECT

PECO FACET (Now Parker)

P.O. Box 640 Mineral Wells, TX 76068

November 2004-January 2005

CIO: **Brian Czajkowski** (940) 325-2575

Total Site Redesign and Deployment:



Corporate:

Total Site redesign and deployment. Novell Netware server running Apache web services, so the forms were PHP utilizing a MySQL database, all custom coded and I created the site design for the client, and did everything from installation to implementation. (Company makes petroleum filtration products that take crude oil and filter it down to what we use in our cars.)

- perryequipment.com – Corporate Website (Company bought by Parker)
- Production Issue Desk – PHP/MySQL Application built for Romanian Locations to track and resolve production issues. Basically track the number of days without incident on production floor.

USER INTERFACE DESIGNER & INFORMATION ARCHITECT

AAA AIR SERVICE

1509 Fawn Hollow Cts Allen, TX 75002

December 2004-January 2005

(214) 544-8555

New Site Design and Deployment:

Corporate:

ASP Pages on an NT server running IIS Web Services. Utilizing SQL for a database.

- aaaairservice.com – Corporate Website (no longer view-able)

CONTRACTOR: USER INTERFACE DESIGNER & INFORMATION ARCHITECT

RS INTEREST

P.O. Box 210904 Bedford, TX 76095

November 2003-January 2004

Contracting for the following RSI Clients:

Travelocity



Building wire frames, card tables, and HTML, JAVA, XHTML, and CSS for the Travelocity Business Portal

- travelocitybusiness.com – Business Portal
- [View Travelocity Portfolio Work Page on my Blog](#)

INTERNET EVANGELIST & UX MANAGER

ADDCON, INC.

November 1999-May 2000

Graphics, Web Page Development, Web Sales:

RElectric: Responsible for the User Interface for the Marketing Website with custom built VB on ASPpages.



- <http://www.relectric.com> – Retired Electrical Part eCommerce Site

Global IC: Responsible for maintenance of eCommerce Website



- global-ic.com – eCommerce Site (no longer online) – Site Retired

SENIOR DOMINO WEB DEVELOPER & WEB MISTRESS

FAIRFIELD RESIDENTIAL, INC.

May 1999-November 1999

2045 N. Hwy 360 Suite 250 Grand Prairie, TX 75050

Jim Hendricks (817) 816-9437

Graphics, Web Page, Corporate Intranet Development, and Technical (Web) Support:

Marketing:  Responsible for User Interface on the Marketing Website, for the specific use of Properties Managed by Fairfield Residential LLC built in Lotus Notes on a Domino Web Server

- fairfieldresidential.com – Corporate Website

Intranet:  Responsible for designing the Lotus Notes 4.6 Databases made viewable via Domino Web Server Intranet Website. Designed for the specific use of Properties to enter Management Data.

- fairfield-properties.com – Corporate Intranet Website (not viewable)

Free Rent:  Responsible for the User Interface of over 100 websites each specifically aligned with Marketing materials for each property owned by Fairfield Residential LLC in Lotus Notes on a Domino Web Server

- <http://www.freerentalsite.com> – Marketing Website

WEB DEVELOPER / MANAGER II

LEAPNET, INC.

May 2000-March 2001

420 West Huron Chicago, IL 60610

(312) 528-2400

Developed and maintained LEAPnet Intranet and eCommerce Websites for LEAPnet clients:

Warranty Superstore: Responsible for designing the User Interface and working with a team of developers to implement while being a main liaison with the client. This site was a promotional site to sell "Hoop Cats" a toy depicted in a FlashGame where cats were used as Basket Balls. It integrated with the game giving the user a discount based upon their game score.

- warrantysuperstore.com – eCommerce Site (Now Remodeled)
- [Hoop Cats Flash Game](#) – Flash ActionScript Game now residing on my portfolio page

Brunswick Bowling: Responsible for designing the User Interface and working with a team of developers to implement while being a main liaison with the client. This site was a combination of Flash Actionsript and eCommerce, designed to resell to Bowling Alleys in Blue Martini.

- brunswick.com – eCommerce Site (Now Remodeled)

Wal-Mart: Responsible for designing the User Interface and working with a team of developers to implement this BroadvisionCommerce Website.



- walmart.com – Broadvision eCommerce Site

Sam's Club: Responsible for designing the User Interface and working with a team of developers to implement this BroadvisionCommerce Website.



- samsclub.com – Broadvision eCommerce Site

Hewlett Packard: Responsible for designing the User Interface and working with a team of developers to implement this BroadvisionCommerce Website.



- HPshopping.com – Broadvision eCommerce Site
- [HP Design Comps](#)

USER INTERFACE DESIGNER & INFORMATION ARCHITECT

PFSWEB, INC.

April 2001-May 2003

500 N. Central Expwy Plano, TX 75074

(972) 881-2900

Designed and maintained PFSweb Intranet, PFSweb Corporate Website, and eCommerce Websites for PFSweb clients:

HP:  Responsible for designing and maintaining interface compliance with current HP SNF2 and HP SNF3 Marketing standards. I was also responsible for User Interface Design of the shopping cart and acting as a direct liaison with the client. Development of a web-based custom VB and ASPmaintenance application.

- [HP Comps Page on my site](#)
- hprocurvedirect.com – Pro-curve Direct B2C eCommerce Site
- hprocurveamericas.com – Procurve Platinum B2C Partners Resellers eCommerce Site

- hp-retailphoto.com – HPDPT Retail Photo eCommerce Site

College Board:



Responsible for designing the entire User Interface and working within a team of VB developers to implement the website, also acted as liaison with the client.

- store.collegeboard.com – eCommerce Site
- [Comps Residing on my Portfolio Site \(New Look implemented since my design\)](#)

Pharmacia:



Responsible for re-designing then maintaining the entire Rogaine user interface in VB utilizing ASP and VB scripts calling to a SQL database, also acted as liaison with the client.

- rogainedirect.com – eCommerce Site
- [Rogaine Portfolio Pages](#) – What the site looked back when I designed it.

Roots:



Responsible for designing the eCommerce site and implementing in 24 hours notice due to high demand of the US Olympic Gear line. This site was a custom built CMS application made in VB with JSP and ASP connecting to SQL database and a backend into the warehouse that was JD Edwards, all items were tracked to the SKU level.

- roots-direct.com – Retail eCommerce Site selling clothing, accessories, furniture... (New Look implemented since my design)

IBM:



Responsible for re-designing the eCommerce sites and implementing it with a team of developers in VB.net.

- gmssupplies.com – IBM Print B2C USA eCommerce Site (Unavailable Now)
- europe.gmssupplies.com – IBM Europe B2C eCommerce Site (Unavailable Now)

Smithsonian:



Responsible for designing and maintaining the interface and working with a team of developers to implement while being a main liaison with the client to make certain the sites had the functionality they required and the team had the skills to provide this functionality. Also includes development of web-based custom maintenance application in VB.net utilizing JSP, ASP, and VB connecting to both a SQL database and an AS400.

- smithsonianstore.com – Retail eCommerce Site
- [Smithsonian Comps](#) – Original Smithsonian Design

Mobility:



Responsible for redesigning the interface and working with a team of developers to implement while being a main liaison with the client to make certain the sites had the functionality they required and the team had the skills to provide this functionality. Also includes development of a VB web-based custom maintenance application

- igo.com – Retail eCommerce Site

Intel:



Three custom application were created for Intel, utilizing ASP pages, VBscript and a SQL database that interfaces with the ERP backend. Some XML was utilized in the merchant cart interface and uses com objects to identify users when logging in and purchasing.

- [Intel Sales Tool Store](#) – Original Designs
- [Intel Evaluation Program](#) – Original Designs
- [Intel Sales Tool Store for Europe](#) – Original Designs

WEB GURU (NUCLEUS)

TOPHERNET INTERNET SERVICES

4851 Keller Spgs Rd. Suite 228 Dallas, TX 75248

January 1998-May 1999

(972) 733-0704

Worked in many capacities as a Web Developer, Supported Web Site Hosting Functions, ISP Support for ISDN, T1 and Dial Up Connections:

Marketing:

Created the User Interface for a 56 page 'Tech Support' area on External Marketing Website

- topher.net – Coldfusion Marketing Website (no longer viewable)

Dilbert:



Created the User Interface and maintained an eCommerce Coldfusion Website designed to sell Dilbert paraphernalia.

- dilbert.com – Cartoon Website that hasn't changed much (as of 2023)

Bid4it:

Created the User Interface and maintained an eCommerce Auction Website built in Coldfusion

- bid4it.com – eCommerce Website

Mattress Giant:



Created the User Interface and maintained a Coldfusion Marketing Website

- mattressgiant.com – Coldfusion Marketing Website

TESTIMONIALS



Matthew Watkins

*was VP of Information Technology at Flexential
now CIO at IMA Financial*

I worked with Faith Warren when she was the Customer Portal Product Owner for Flexential, what they called the FXP. During that time she was tasked to get up to speed with networking at a Data Center level and the suite of products a data center offers it's customers, who those competitors were and what they offered too. This was no easy task and she worked cross functionally to get power, space and bandwidth visualizations in the customer portal. This allowed Flexential to show their users how much power and bandwidth they were consuming and when they were "over their commit rate". Once bandwidth was turned on it was found that a lot of customers were well above their committed rates. When Faith first started she couldn't tell you what BaaS or DRaaS was, but now I believe she grasped it well enough to want to automate it.



Frank Casey

was VP PMO Cloud and Managed Services at Flexential

It's my pleasure to be a professional recommendation for Faith Warren. Although Faith and I only worked together for a short period of time, it was clear that she was an expert in User Experience Design and Development. Faith reported to me as the Customer Portal Product Owner when I first joined Flexential but moved on to a separate team shortly after. The organization was embarking on the journey to transform their customer portals to a single digital platform called FXP which provides operational and marketplace services. During that time, she was tasked to create a transaction-based interface for the colocation customers which included services such as data center, networking cross connects, and operational tasks while enhancing the aesthetics and core metrics such as utilities, usage, and performance. This critical business initiative required lots of cross-functional work, vision, and execution. Faith was vital in the success of FXP's initial launch, completing it on time and within budget. Faith excels in collaboration and design, ensuring that all details are accounted for and delivered as fast as possible. She is an expert in Agile, which is essential to bringing digital platform transformation efforts to market. I would strongly recommend Faith to any organization that is struggling with the daunting task of getting your business and customer interface(s) through a digital transformation.



Howard Hambleton

CEO of American First Finance

Faith, I wanted to take a moment to let you know how much I appreciate you engaging yourself into our business so quickly. I get inspired each and every day when I see the concepts and work being put forth by you. We have so much opportunity when it comes to user experience across all user groups. Your passion for your work shines through. Thank you, Howard

Email

June 16, 2017, Faith worked directly for Howard as his Employee



Dave McLean

was CEO of Market6 2013-2016

now Investment Partner to Entrepreneurs (Company Building)

Faith is a talented UX Architect who helped the Market6 Platform as a Product Manager working on wire-framing and prototyping many reports, dashboards and design pages for its suite of applications. She compiled a style guide for the development team and worked hands-on in the code to help implement new UI into the applications. Faith also played a key role in helping the sales team mock up demos for prospective customers. She has a wealth of experience and was a valued team member throughout her 3 year tenure at Market6. The company chose to pull all employees on-site and unfortunately Faith did not want to move to IL.



Scott Roush

Manager at Pariveda Solutions

Faith Warren was installed as the "Director of New Development" while James Head managed ongoing updates to the existing Fossil website. The WSI site was built to be the possible underpinnings of Fossil.com. Faith brought me onto the project and Perficient as a UI Developer and Managed me directly. She worked with Management to convince them to use triggered APIs to bring products to the top of the site based on user clicks. This in turn made her work with all the Product Owners to re-shoot all of their products before Kosta (the CEO) would agree to go live. She continues to be a great mentor and friend.



I hired Faith to help with information architecture and Web Design while at the Boy Scouts of America. Faith's ability to merge design, information architecture, usability and web strategy provided a great deal of value to the web team at the BSA. Unfortunately, shortly after hiring Faith, I left the BSA – but in the short amount of time she worked for me I was impressed with her work.



Cody Bateman

Founder, Businessman, Scientist and Philanthropist

Worked with Faith when she was CMO of TSI a PMP Training & Certification Company in 2007

Faith is one of the most talented graphic artists and internet application developers I have ever worked with. She is extremely professional with an outstanding working knowledge on how to create a corporate image. She proved herself to be a valued member of the development team as well as a project manager. I would recommend Faith and look forward to working with her again.



Tim Bergmann

was CFO of TSI – True Solutions Inc.

Worked with Faith when she was CMO of TSI a PMP Training & Certification Company in 2007

Faith was an energetic manager who made some significant contributions while at TSI. Our new corporate “look” for our website and advertising collateral was developed by Faith while she was with TSI. This marketing look is a marked improvement over what we had previously and is currently still in use.



Sean Soloman

Product Strategy and Innovation Leader

I had the pleasure of working with Faith on multiple new business opportunities. She brings a wealth of UX experience and knowledge – and a sharp wit – to bring value to any team. She doesn't shy away from being bold either, eager to propose new ideas to avoid falling into producing the same, safe, tried-and-true solutions.



Danny Austin

Sr. IT Project Manager at Advanced Group

I highly recommend Faith as she doesn't confuse actions with results! Her ability to transform requirements into what the end user wants and needs is 2nd to none.

Worked with Faith at American First Finance



Andrea Bierschenk MBA, MS

Program Manager for Population Health at UT Southwestern Medical Center

Faith has a unique combination of creativity and excellent business sense. She also has an impressive ability to adapt quickly to new organizations. Faith quickly assesses what needs to be done and acts decisively. I would work again with Faith in any organization
Recommendation on LinkedIn

August 18, 2010, Andrea worked with Faith at Blue Cross Blue Shield

Asif Ahsanullah

Management Consultant

Developing a great software solution requires a skill that is beyond programming; in other words, user experience matters. Faith is one of those individuals who introduce real value into a software solution by developing the foundation and enabling developers to build high quality and valuable solutions. She has helped clients with solutions that positively affect the bottom line of their business. Her academic knowledge in psychology coupled with years of professional experience is a cocktail for value generation. She is detailed oriented with excellent problem-solving



skills. I see her as the ice breaker and a great helper. She is an asset for any organization.

Recommendation on LinkedIn

December 2, 2009, Asif worked directly with Faith at Blue Cross Blue Shield



Sree Turlapati

Chief Technology Strategist

Faith is gifted artist. Her enthusiasm can be contagious in a very positive way for any project team. She is extremely hardworking, passionate and brings multitude of skills to the table. She is a rock star in user experience; project teams are lucky to have her on the team...

Recommendation on LinkedIn

September 20, 2011, Sree worked with Faith at Vadyas Consulting on the HMA Project



Mario D'Anna

Software Architect at Open Text

I worked with Faith at Vignette and found her to be very professional and really seemed to enjoy her job and working with other people. I would highly recommend her for anyone looking for a UI/UX Designer and Developer, and think she could fit in with any type of crowd, she is friendly, courteous and has a very likable personality.

Recommendation on LinkedIn

May 20, 2010, Mario managed Faith indirectly at Vignette



Vijay Prasad Gupta

Marketing Technology at Google | Digital Marketing Solutions | Marketing Strategy and Transformation | CMS & DAM SME

Faith is a very talented creative designer and information architect. Her understanding of creative web technologies and web branding is superior. What makes her more valuable is her dedication towards delivering the best under tough deadlines and her ability to question an existing design and suggest alternate solutions. She will be a valuable asset for any team.

Recommendation on LinkedIn

May 21, 2009, Vijay Prasad worked directly with Faith at Vignette



John Mason

Architect at Adobe

Faith is diligent and knowledgeable. She has a great passion for the industry, extensive knowledge in creative web technologies, and has great attention to detail. I worked with Faith on a very difficult project and she continually met and exceeded the expectations. Faith would be a great asset to any organization. I truly enjoyed working with her.

Recommendation on LinkedIn

January 22, 2009, John worked directly with Faith at Vignette



Jitender Singh

UI/UX Designer / Developer

Faith Warren is the most talented, committed and intelligent UI Developer, Designer and Vignette Professional within Vignette Technologies. It has been my pleasure to work with her. She also is a great communicator who worked well in cross-functional teams.

Recommendation on LinkedIn

September 3, 2008, Jitender was with another company when working with Faith at Vignette
