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Summary

My passion is crafting experiences that enrich the lives of massive audiences. Towards that goal, I have 12+ years of experience which have helped me hone skills as a designer, developer and creative director. I've built shippable products where I was personally responsible for programming, prototyping, and wireframing. I've used HTML, CSS, Javascript, React, the Adobe Creative Suite gamut (Illustrator, InDesign, Photoshop, XD, etc.), Sketch, Figma and Invision. Design is a broad term, but my design experience has been applied with a wide brush to include: visual design, user experience design, interaction design, web design, graphic design, user interface design ... basically all the digital design concentrations with a smattering of print. I shine in a role where design thinking, strategy and innovation are a part of everyday work.

Experience



Vice President User Experience Interaction Design

Regions Bank

Aug 2018 - Present (3 years 2 months +)

Embedded UI/UX (User Interface / User Experience) partner on SAFe Agile team responsible for modernizing all digital account origination in an omni-channel solution built primarily in React with Redux/MobX.

- Product design and product management.
- Early front-end developer responsible for creating React-based UI form components as well as some stateless functional components.
- Helped bridge strategic partners, solution experts, UI/UX, legal, risk, compliance, product owners, scrum masters and other stakeholders into formation of approved prototypes through direct leadership, communication, problem solving and teamwork.
- Delivered designs meeting all regulatory and policy hurdles, including readiness deadlines for development and production release.
- Crafted product designs including interactive prototypes for new products and application flows primarily in Sketch and Invision.
- Attended product demos, stand-ups, backlog refinements, retrospectives and ensured development stayed true to the look and feel and to the intended interactions previously designed.
- Advocated persistently and with empathy for our end-users (bank customers) using our account origination applications, and both directed and provided feedback to other UI/UX design team members.
- Conceptualized solutions that were the product of research and solid design thinking which in many cases exceeded usability and ADA (Accessibility) requirements.



Senior Web Developer

LUCKIE

May 2016 - Aug 2018 (2 years 4 months)

Primarily developed very highly scrutinized and legally reviewed websites for the ViiV brand of GlaxoSmithKline. Responsible for completing self-management chores that aided project managers, including working in Jira, connecting Git commits to tickets, and deploying code via the same commits

in Jenkins. Created in-house solutions to streamline project workflows within our SOC2 compliance. Used libraries and tech stacks including Ember, Vue, Express, Axios, lodash, React and Redux.

- Developed websites for prominent brands including GSK, Little Debbie, the SEC, The Civil Rights Trail, Schönox and Brasfield & Gorrie.
- Helped bridge project managers with partnering agencies such as McCann to better understand project goals, time tables and limitations.
- Highly leveraged GTM (Google Tag Manager) to track a myriad of events, ad conversions and external analytics scripts.
- Consulted with co-workers outside my department to help with deployment, analytics and UI/UX.
- Used site generators such as Hugo to build sites legally required to abstain from using any CMS or dynamically generated content.



Web Developer

Infomedia

Jan 2015 - Apr 2016 (1 year 4 months)

Supported over 300 active, primarily WordPress client websites and added new features and functionality to existing client websites. Converted older websites to WordPress and/or responsive designs and tackled all project overflow from production team. Clients included Coca-Cola United and Tazikis.

- Blazed a trail for staff adoption of SASS/SCSS and orchestrated move from Hybrid theme development to a proprietary Underscore theme build.
- Built numerous WordPress websites from various stages of design and development to production deployment and beyond.
- Teamed up with other support and production staff to whitelist 3rd-party plugin use, brainstorm project workflows and educate on new coding techniques and solutions.
- Balanced multiple development projects against incoming support tickets weighted by estimated turnaround and urgency.



Founder

Huebris

Nov 2008 - Present (12 years 11 months +)

Started local, boutique, brick and mortar-less, design and development studio which has produced studio-grade results for over 11 years to clients ranging from start-ups and non-profits, to Fortune 500 corporations.

- Design of corporate logos, print media, infographics, websites, etc.
- Management of freelance and contract designers and developers.
- Front-end development of websites, mobile websites and widgets.
- Implementation of code libraries and repositories including WordPress.
- Social Media consulting, branding, management, promotions and advertising.
- Computer animation, motion graphics and architectural visualizations.
- Account Executive for all clients within the company.
- Front page exposé on the business section of The Birmingham News.
- Guest lecturer on social media marketing to the Alabama Media Professionals organization.



Web Developer

Education Corporation of America

Sep 2014 - Feb 2015 (6 months)



Worked with a small team within the marketing department of ECA which handled design and development of all the web properties in-house for the websites of Virginia College, Culinard, the New England College of Business and Ecotech.

- Lead designer and developer for the Ecotech and Golf Academies of America websites.
- Created design wireframes, mock-ups and interactive designs for websites, responsive sites, landing pages and microsites.
- Worked within ECA's tech stack which relied heavily on Adobe software, including ColdFusion.
- Completed design for digital advertising and social media ads and posts.



Creative Director

Labyrinth Holdings

Jan 2013 - Mar 2014 (1 year 3 months)

Provided creative and art direction, talent recruitment and web app development for a holding company housing numerous digital properties including over a dozen digital magazines and a real-estate cloud marketing SaaS application.

- Crafted service offerings around content marketing packages.
- Established project workflow protocols to seamlessly execute client jobs.
- Built a team of highly talented designers, copywriters, marketers and IT professionals from the ground up.
- Directed the design of high-profile outdoors and sports magazines for Okuma and Mossy Oak.
- Built an internal intranet and company sales portal with supporting sales collateral in WordPress.
- Managed over a dozen web properties and their corresponding social media presence.



Apprentice

Kinetic Communications

Aug 2010 - Feb 2011 (7 months)

Completed internship with a focus on project management—with duties including WordPress web design and development—all completed under the tutelage of owner, Jay Brandrup.

- Attended client meetings, and drafted requests for proposal from meeting notes and internal follow-up meetings.
- Guided client projects through Kinetic's detailed process gauntlet.
- Created an augmented reality interactive display for the Kinetic open house.



Designer

Today's Class Melior

Mar 2009 - Sep 2009 (7 months)

Responsible for hair and cloth computer generated simulations. Created supporting graphics for user interfaces and e-learning modules.

- Simulation VFX and computer generated modeling, texturing and rendering for cloth and hair graphics.
- Created a cloud lecture builder for teachers using Adobe Flash merging Actionscript 2.0 and 3.0 SWFs.



Work Study Student

Virginia College

Jan 2004 - Jul 2006 (2 years 7 months)

Professor's aid, lab instructor and monitor while attending VC for a degree in game design, before transferring to Full Sail University.

- Taught classes on material editing and rendering in 3D Studio Max.
- Environment modeler, texture artist and renderer on a college commercial which increased program enrollment over 25% in one semester.

Education



Full Sail University

Entertainment Business Master of Science



Full Sail University

Bachelor of Science, Computer Animation

2006 - 2008

Licenses & Certifications



Lean Six Sigma Green Belt (ICGB)

Skills

User Experience (UX) • Product Design • Adobe Creative Suite • Prototyping • Wireframing • Web Design • Visual Design • Visual Identity • Web Design • Design