**Joe L. Jennings**

**Professional Summary:**

Experienced Senior UI/UX Designer with a demonstrated history of working in the information technology and services industry. Strong information technology professional with a Bachelor of Applied Science (B.A.Sc.) focused in Computer Science from Columbia College.

**Technical Experience:**

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Audition, Experience Design CC, After Affects, Flash, and Dreamweaver), CSS, HTML5, JavaScript, jQuery, XML, PHP, Angular 2, Bootstrap, Axure, Rally, JIRA, Sketch, WCAG 2.0, Balsamiq, Figma, WordPress, osCommerce, Zencart, Social Network API’s (Facebook, Google+, LinkedIn, Twitter, Instagram), SEO, agile/scrum development, usability testing, wireframes, storyboards and UI flow charts.

**Portfolio:**

Website: <http://joejenningsjr.com>

**Professional Experience:  
Bayer St Louis Oct’19- Oct'23**

UX Architect Expert

* Created wireframes and high fidelity comps using Figma and Sketch.
* Created CXO dashboards to visualize interactive data to automate dynamic reporting processes while increasing productivity.
* Participate in design sprints, design workshops, and design thinking exercises to produce and refine ideas for solving some of the business’s most complex challenges.
* Contribute to strategic decisions with the rest of the product and business teams.
* Created a design system to help combat site inconsistencies with styles, patterns and accessibility standards.
* Design task flows and user interfaces that are simple, intuitive, and elegant.
* Provide and solicit feedback from other designers to continuously improve product quality and consistency.
* Partner with researchers on the Product Design team as well as Product Managers and Developers to oversee the user experience from concept through launch.
* Encourage and uphold high standards for product experiences.
* Served as an evangelist for good design within the organization as well as in the broader design community.
* Ability to articulate ideas and effectively communicate them to others.
* Experience designing digital tools, applications, or software.
* Ability to make sound design decisions and speak persuasively in defense of user and design goals.
* Ability to thrive in an agile, intensely collaborative, cross-disciplinary environment.
* Lead the co-designing of concepts for new product capabilities and features, producing prototypes for user validation, refining designs based on user feedback, producing high-fidelity, dev-ready design specs, and being part of peer design reviews and cross-product UI consistency initiatives.
* Can articulate design choices and strategy in a way that’s easily understood by team members and stakeholders from different global organizations.
* Gathered data via interviews, surveys, discussions and task analysis which for product design.

**Graybar** St Louis, Mo. **Nov ’18- Sep 19**Senior UI/UX Designer

* Created high fidelity comps for iPad, iPhone, Android and tablet with design focus on camera and device navigation
* Lead and managed new initiatives for internal clients.
* Created CXO dashboards for customer portals.
* Used design tools such as Sketch, Adobe XD, and Figma to create UI components to publish to design libraries.
* Created a design system to help combat site inconsistencies with styles, patterns and accessibility standards.
* User Experience Designer with focus on communication: meeting with groups of users, both online, in person and over the phone.
* Gathering data via interviews, surveys, discussions and task analysis which is used to inform the product design.
* In charge of evaluating products by testing them on groups of users to check its functionality, usability and ease of use.
* Gathered feedback to redesign and improve current products.
* Concerned with the navigation of the product and its structure of the page so that users can reach their end goal in an intuitive logical way.
* Concerned with helping users fully understand where they currently are in relation to the rest of the site.
* Responsible for the look and feel of a site and applications.
* Used research gathered to create a clean and functional design based on the requirements already identified.
* Created two mobile applications for both B2B customers and internal users.
* Experience using a balanced approach, using both quantitative data and qualitative user research to inform design decisions.
* Facilitated stakeholder’s interviews as well as competitive audits.
* Used Jira to create user stories, bug tracking, issue tracking, and project management.
* Executed at every stage of the design lifecycle from concept to delivery.
* Contributed to design thinking resulting in tangible improvements across their portfolio of products as well as to how to approach and solve customer problems.
* Created high fidelity wireframes and comps.
* Used online tools, such as screen readers to determine effectiveness of media
* Effectively communicated and presented solutions to user problems across the organization, as well as to large groups of end users.
* Conducted scrum ceremonies (grooming, sprint planning, retrospectives, daily stand-ups, etc.) as the Information Architect.
* Created presentations for design decisions based on the overall design roadmap as well as design thinking and fundamental principles (i.e. color theory, visual weight, etc.)
* Created interaction models, user flows, personas, and user interface specifications
* Communicating scenarios, end-to-end experiences, interaction models, and screen designs with other members of the team using Figma as a collaborative tool.

**Tin Roof Software** Atlanta, Ga. **Mar ’18- Aug ‘18**Senior UI/UX Designer

* Created high fidelity comps for iPad, iPhone, Android and tablet with design focus on camera and device navigation
* Conducted card sorting sessions for stakeholders in order to help with organizing ideas and content mapping
* Experience designing for both iOS and Android apps
* Experience using a balanced approach, using both quantitative data and qualitative user research to inform design decisions.
* Facilitated stakeholder’s interviews as well as competitive audits.
* Worked on Web Content Accessibility Guidelines (WCAG 2.0) in order to make content more accessible to people with disabilities.
* Executed at every stage of the design lifecycle from concept to delivery.
* Contributed to design thinking resulting in tangible improvements across their portfolio of products as well as to how to approach and solve customer problems.
* Created high fidelity wireframes and comps.
* Used online tools, such as screen readers to determine effectiveness of media
* Effectively communicated and presented solutions to user problems across the organization, as well as to large groups of end users.
* Organized, tailored, and moderated local and virtual user testing sessions based on personas and use cases
* Facilitated all scrum ceremonies (grooming, sprint planning, retrospectives, daily stand-ups, etc.) as the Information Architect.
* Created presentations for design decisions based on the overall design roadmap as well as design thinking and fundamental principles (i.e. color theory, visual weight, etc.)
* Conducting user testing of applications, software and websites
* Creating and implementing interaction models, user flows, and user interface specifications
* Communicating scenarios, end-to-end experiences, interaction models, and screen designs with other members of the team
* Responsible for making appropriate commitments through story selection, sizing and task definition and participated proactively in developing and maintaining team standards, tools and best practices

**Elegant Software Solutions** Atlanta, Ga. **Sep ‘17- Mar ‘18**Senior UI/UX Designer/Lead

* Measuring the human-computer interaction (HCI) element of a design
* Created high fidelity comps for iPad, iPhone, Android and tablet with design focus on camera and device navigation
* Experience designing and testing for both iOS and Android
* Crafted digital experiences in low and high-fidelity for web responsive and iOS mobile native inventory control app
* Created CXO Dashboards for B2B customer portals and web based apps.
* Lead and manage a growing team of designers working on new initiatives for various clients
* Worked on Web Content Accessibility Guidelines (WCAG 2.0) in order to make content more accessible to people with disabilities.
* Fostered creativity and collaboration both inside and out of ownership area
* Drove the execution of deliverables for team of designers.
* Executed at every stage of the design lifecycle from concept to delivery.
* Contributed to design thinking resulting in tangible improvements across their portfolio of products as well as to how to approach and solve customer problems.
* Effectively communicated and presented solutions to user problems across the organization, as well as to large groups of end users.
* Experienced with creating high fidelity wireframes and comps.
* Facilitated scrum ceremonies (grooming, sprint planning, retrospectives, daily stand-ups, etc) as the Information Architect.
* Assisted team with making appropriate commitments through story selection, sizing and task definition and participated proactively in developing and maintaining team standards, tools and best practices
* Organized, tailored, and moderated local and virtual user testing sessions based on personas and use cases.
* Created presentations for design decisions based on the overall design roadmap as well as design thinking and fundamental principles (i.e. color theory, visual weight, etc.)
* Evaluating existing applications and evaluating their UX (user experience) effectiveness
* Using online tools, such as screen readers to determine effectiveness of media
* Conducting user testing of applications, software and websites
* Creating and implementing interaction models, user flows, and user interface specifications
* Communicating scenarios, end-to-end experiences, interaction models, and screen designs with other members of the team
* Developing and maintaining design wireframes and specifications of best practices to share with design team as new projects begin.
* Collaborate with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience
* Execute all visual design stages from concept to final hand-off to engineering
* Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks
* Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
* Experience using a balanced approach, using both quantitative data and qualitative user research to inform design decisions.
* Created high fidelity comps using Figma
* Present and defend designs and key milestone deliverables to peers and executive level stakeholders
* Conduct user research and evaluate user feedback
* Establish and promote design guidelines, best practices and standards
* Daily collaboration with cross-functional teams as well as the greater UX team throughout the design process
* Works closely with business partners to identify user needs and business benefits
* Works closely with development partners to ensure UX solutions are implemented to meet the business and user needs

**AT&T,** Atlanta, Ga. **Jun ‘12- Apr ‘17**Senior UI/UX Designer

* Experienced in working with agile teams. Demonstrated the ability to collaborate closely with developers, and copywriters.
* Created CXO Dashboards for B2C customer portals.
* Experience designing and testing for both iOS and Android
* Collaborate with marketing, communications, events, and product teams to create design solutions, materials include: application UI and assets, website graphics and layouts, digital advertising assets, branding, presentations, brochures, posters, email campaigns, social media assets, and other marketing materials.
* Crafted digital experiences in low and high-fidelity for web responsive and iOS mobile native apps
* Created, improved and used wireframes as the teams Information Architect using Axure, prototypes, style guides, user flows, and effectively communicate your interaction ideas using any of these methods.
* Experienced with creating high fidelity wireframes.
* Facilitated scrum ceremonies (grooming, sprint planning, retrospectives, daily stand-ups, etc) as the Information Architect.
* Worked on Web Content Accessibility Guidelines (WCAG 2.0) in order to make content more accessible to people with disabilities.
* Assisted team with making appropriate commitments through story selection, sizing and task definition and participated proactively in developing and maintaining team standards, tools and best practices reducing development time by 35%
* Organized, tailored, and moderated local and virtual user testing sessions based on personas and use cases.
* Created presentations for design decisions based on the overall design roadmap as well as design thinking and fundamental principles (i.e. color theory, visual weight, etc.)
* Involved in maintaining design styles and standards.
* Developed graphic designs that effectively communicate the ideas being promoted by the web site.
* Hands-on experience creating wireframes, prototypes, storyboards, user flows, etc.
* Designs and develops user interfaces, user interactions, site animation, and special effects elements – with a focus on modular design.
* Analyzes strategy and is a senior member contributing to the design groups efforts to enhance the look and feel of the organizations online offerings.
* Designs to support the organizations strategies and goals relative to external communications.
* Creates visual concepts and designs specializing in experiences for mobile applications, including iOS and Android. To include: user flows, process flows, UX specifications, wireframes, prototypes, and comps.
* Initiate and respond to ideas for innovation and improvements based on research, analysis, and competitive reviews
* Daily collaboration with cross-functional teams as well as the greater UX team throughout the design process
* Experience using a balanced approach, using both quantitative data and qualitative user research to inform design decisions.
* Works closely with business partners to identify user needs and business benefits
* Works closely with development partners to ensure UX solutions are implemented to meet the business and user needs
* Presented design solutions to partners at all levels

## Liquid Lay-Outs, St Louis, Mo. Nov ‘10- Jun ‘12

## Creative Designer/Web Developer

* Responsible for creating the look and feel of Web pages for client's Web site.
* Developed graphic designs that effectively communicate the ideas being promoted by the Web site.
* Involved in taking part in the initial planning of all Web sites by conducting meetings with the client to discuss ideas for the layout and organization of the site, project planning and scope, color scheme or images to use (photos, illustrations, videos, etc.), and other materials concerning overall graphic design.

| * Converted images and text documents and into a form in which they can be viewed using the mastery of HTML, PHP, Java Script, CSS, Flash, Action Script, and CMS. |
| --- |

* Mark up, paste, and assemble final layouts to prepare layouts for print, web brochures, print charts, graphs, illustrations, logo’s and other artwork, using Adobe In-Design, Illustrator, Photo Shop, After Effects, and Power Point.
* Develop negatives and prints to produce layout photographs, using negative and print developing equipment and tools.
* Produce still and animated graphics for on-air and taped portions of television news broadcasts and viral commercials, using electronic video equipment.
* Involved in server-side management, web hosting, and email accounts.
* Responsible for improving the visibility of a website or a web page in search engines SEO.
* Developed the marketing strategy to target different search types such as image search, local search, video search, academic search, news search and industry-specific vertical search engines by considering how search engines work, what people search for, the actual search terms typed into search engines and which search engines are preferred by their targeted audience.
* Responsible for optimizing the client’s website by editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.
* Backend development using MySQL, PHP WordPress, Buddypress Social, Zen, Joomla, and Drupal

## Compliance Solutions, St. Louis, Mo. Sep ’09 - Jul ‘10

## IT Manager

* Network infrastructure design and deployment
* Configured programs, email system, data migration, and software development
* Web design using HTML, JavaScript, CSS, PHP, Java, Linux, Adobe Dream Weaver, Flash, designed and deployed graphics using Adobe Photoshop and Illustrator CS4
* Responsible for maintaining the interaction between server-side frameworks, and database systems
* Responsible for project management and database administration
* Responsible for the maintenance of computer hardware   
  and software deployment, configuration, maintenance and monitoring of   
  all active network equipment
* Responsible for the overall health of the network, server deployment, security, network connectivity for LAN/WAN infrastructure while maintaining technical considerations at the network level for our client’s organization's hierarchy
* Responsible for network address assignment, assignment of routing protocols and routing table configuration as well as configuration of authentication and authorization directory services
* Responsible for maintaining machines components, drivers, settings of personal computers, printers and all other peripherals.
* Maintained web server, file server, mail servers, printer/fax server, VPN gateways, Cisco routers, network hubs, and intrusion detection system
* Responsible for developing, installing, and maintaining emergency systems to back up the main network server, as well as keeping records of errors for documentation for new server migration.
* Responsible for developing procedures, data security, anti-virus protection, files permission for new network security during server migration.
* Responsible for project planning for phone system, DID assignment, VOIP, fax lines, and cellular gateway system   
  Responsible for budget analysis, cost control, forecasting and purchasing for all company technology
* Responsible for research and development for software testing

**Education:**

**Columbia College, St. Louis, MO.****Oct ‘06 – Dec ‘08**

Bachelor of Science Degree in Computer Information Systems

**St. Louis Community College, Flo-Valley, St. Louis, Mo.**                **Aug ‘97- May ‘00**

Associate Degree in Information Technology