

SUMMARY OF QUALIFICATIONS

Possesses over ten years of experience as a successful goal-driven UX, web & graphic design consultant who recognizes that good design takes more than technical skills. Managed several cross functional teams, performed user research to gather business requirements, manage multiple stakeholders, and drive a vision from inception to completion by utilizing strategic marketing, user experience, front-end design and web development methodologies.

- **Broad strategic UX design background**, including interaction flows, usability research, organizing content, creating wireframes and high-resolution comps
- **Demonstrated success in extending brand identities**, by promoting the tangible and intangible characteristics of products and services to various niche audiences in an effort to create successful retention and matriculation rates for business

KEY COMPETENCIES

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|--|--------------------------|-----------------------|------------------------|
| ♦ User Interface Design (UI/UX Design) | ♦ Public Relations | ♦ Product Branding | ♦ Global Marketing |
| ♦ Front-end Web Development | ♦ Product Development | ♦ Market intelligence | ♦ Niche Marketing |
| ♦ Marketing Communication Planning | ♦ Positioning Strategies | ♦ Usability Analysis | ♦ Graphic & Web Design |

HIGHLIGHTS OF EXPERIENCE AND ABILITIES

CURTIS CONSULTING, LLC, *Principal Consultant*

Houston, Texas 5/2015 - Present

UX Design Manager

Client: Brilliant Basics (BB) | **Site:** British Petroleum (BP), *Houston, TX*

Project Start date: August 2018

- **Consulting** – Serve as a UX Design subject matter expert and consultant on behalf of BB, operating on-site & remotely at BP as a part of the UDBSL project.
- **Project Management** – Working with the develop team to oversee the design, creation and implementation of the UDBSL application. Contributing to the creation of User Stories and Use Cases in Confluence.
- **UX Design** – Develop User Experience (UX) including user flows, wireframes, information architecture, and design to establish the look & feel of the application and related consoles.
- **UI Design** – Develop User Interaction (UI) for the UDBSL application with the Keylines toolkit for network visualization and analysis

ExxonMobil, *Sr. UX Design Consultant*

Houston, Texas 6/2017 - 3/2018

- **Consulting** – Serve as a UX Design subject matter expert and consultant on the iRMS project for the geoscience and reservoir engineering feature Team Leads.
- **Project Management** – Work with the develop team to oversee the design and implementation of various iRMS features as determined by the geoscientist and reservoir engineers. Created User Stories and Use Cases in Visual Studio.
- **Client Relationship Management** – Builds relationships with the business, project delivery and associated design and development points of contact. May serve as a design point of contact for user interface projects.
- **UX Design** – Develop User Experience (UX) including wireframes, information architecture, and design for the iRMS desktop application.

TATA CONSULTANCY SERVICES, *Sr. UX Design Consultant*

Houston, Texas 5/2015 – 6/2017

Client: Wal-Mart - Bentonville, Arkansas

- **Consulting** – Serve as a UX Design subject matter expert and consultant leading various projects that the on-site design and development team engaged in. Presented projects in client meetings on behalf of team members; oversaw and evaluated work to develop deliverables for the client.
- **Project Management** – Oversee Line Review application development for company-wide Buyers, Planners, and Replenishment Managers. Created and updated User Stories and Use Cases.

- **Client Relationship Management** – Built vendor relationships with the business, project delivery and associated design and development points of contact. Served as a design point of contact for user interface projects
- **UX Design** – Develop User Experience (UX) including stakeholder research, wireframes, personas, information architecture for web application and mobile application development
- **Team Lead** – Developed milestones, conducted personnel evaluations, scheduled training assessments.
- **Travel** – Travel to various client sites to work with cross functional team of Managers, Systems analysts, and Developers

Freelance projects between major contracts

CURTIS CONSULTING, Marketing & Design Consultant

Houston, Texas 10/2001 - Present

- **UI/UX & Web Design** – Develop User Experience Strategy (UX) including wireframes, personas, information architecture and perform client web content cleanup; HTML page creation Develop and maintain websites, micro-sites, and landing pages utilizing Dreamweaver, Illustrator, Photoshop, CSS, and HTML.
- **Management** - Managing partner, responsible for print and web site design, brand and corporate identities, and advertisement campaigns for numerous businesses and corporations. Managed several small cross-functional teams of developers and designers (project dependent). Developed regional and niche multimedia marketing campaigns
- **Consulting**- Consult with clients and technical copywriters to generate ideas for the content development of proposals, websites, and branding
- **Creative** - Responsible for editorial creation, design, production, direction and distribution of all marketing materials and publications. Manage press checks, art directed photos, and supervised team design efforts
- **Media** - Coordinate media interest in the organization through professional promotions, and ensure regular contact with target media and appropriate response to media requests. Social media monitoring and management
- **Marketing** - Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Coordinate the appearance of all organization print and electronic sales and marketing materials such as letterhead, brochures and proper use of logo

ADULT EDUCATION EXPERIENCE

Art Institute of Houston - North, Adjunct Instructor

Houston, Texas 4/2010 - 5/2011

- **Instruction** - Train students in the fundamentals of Advertising and related marketing techniques. Train students in the use of design principles regarding typography, use of color, layout, graphic elements, pre-press preparation and output for the creation and publishing of print materials such as letterheads, business cards, advertisements, annual reports, brochures, and multi-page documents
 - **Certification** - eCollege/eCompanion certified

Houston Community College, Instructor - Graphic Design

Houston, Texas 9/2006 – 9/2008

- **Instruction** - Teach design principles for the creation and publishing of print and marketing materials such as letterheads, business cards, advertisements, annual reports, brochures, and multi-page documents. Implement design principles regarding typography, use of color, layout, graphic elements, pre-press preparation and output. Teach the basic tools, commands, and controls inherent to InDesign CS2, Adobe's state-of-the-art design, layout, and pre-press software. Designed curriculum, provided training resources, and conducted web design classes

EDUCATION

Master of Fine Arts (MFA)

Web & New Media – UX - 2014
Academy of Art University

Master of Business Administration (MBA)

Marketing - 2009
University of Houston – Victoria

Bachelor of Fine Arts

Studio Art: Painting - 2000
University of Houston

UX METHODOLOGIES

- Agile
- Conducting User Research
- Consumer Journey Maps
- Wireframe
- Lean
- Stakeholder Interviews
- Competitive Analysis
- Prototyping
- Customer Experience (CX) Strategy
- Develop Personas
- Use Cases
- Usability Testing

SKILLS

<i>Adobe</i>		<i>Corel</i>	<i>Microsoft Office</i>	<i>Programming</i>	<i>Prototyping</i>	<i>Other</i>
Acrobat	Image Ready	Draw	Word	AJAX	Axure	Bootstrap
Bridge	InDesign	Freehand	Excel	AngularJS	Balsamiq	Drupal
Dreamweaver	PageMaker	Photo-Paint	PowerPoint	Javascript	Omnigraffle	LESS
Fireworks	Photoshop		Publisher	JQuery	Pencil	MySQL
Flash	Premiere		Outlook	PHP		Responsive Web
Illustrator			Visio	CSS3		WordPress
				HTML 5		
				XML		

AWARDS AND HONORS

First Place – University of Houston - Victoria MBA Conference Competition

May 2009