LAINEY GARRETSON

UI/UX/Product Designer

Portfolio: <http://laineysresume.com>

MISSION STATEMENT:

My goal is to create a User Experience that helps companies solve problems in a way that they couldn’t before. Also, functional, and clean UI that users want to use. By empathizing and having a big heart, “I get into the shoes of the user". I design and build sites and applications tailored to the user so that using sites and applications feel more like a joy than a challenge. I utilize research, testing and wireframing as well as front end styling and branding for high fidelity prototypes either mockup or actual HTML, CSS, and JavaScript UI to hand off to Devs. I strive to design and build a more intuitive product for even the most inexperienced end user. I am always looking to learn new technology that will help the company.

QUALIFICATIONS:

***Experienced User Interface Designer with focus on optimal efficiency, simplicity, and functionality, Inventor and Designer of Applications***

* Work well with B.A.s, T.Os, P.O.s and dev teams. We’re all on the same team!
* Design products, applications, and sites on phone and large-scale screens for both internal and customer facing sites.
* Skilled in designing Enterprise data applications, user interfaces (UI), websites, and wireframes both Hi Res and Low Res. Creating typography and style guides and adhering to Enterprise libraries and branding guides.
* Understand I.T. architecture processes and have worked through the beginning to final handoff and signoff/approval.
* Adept at all phases of project lifecycle, including gathering requirements, creating user personas, researching users and user analysis to information architecture (IA).
* Main focus on Enterprise internal business data applications.
* Strong analytical and problem-solving skills.
* Exceptional communication, interpersonal, and time-management skills.
* Solid knowledge of human-computer interaction (HCI), navigation, and usability.
* Strict Agile trained Burndown, total pointing.

KEY STRENGTHS:

* Large International company experience, (Travel, Health care and Technology companies)
* Full life-cycle product build and development
* Design Team Lead
* Ability to gather data from all teams as well as customers or users.
* Experience in intricate data design
* Experience in Front End design.
* Creative thinker

TECHNICAL COMPETENCIES:

**Applications UX UI –** Figma prototypes, iRISE, Axure, InVision, UXPin, Adobe Design Suite, Sketch, Adobe XD, Photoshop, Illustrator

**IDEs:** Microsoft Expression 4, Visual Studio 15, Eclipse, Bootstrap Studio, Framer.

**Coding languages -** HTML 5, CSS, Bootstrap 3, Foundation 4, JS library repurposing (REACT.js, JQUERY.js, NODE.js, VUE.js, ANGULAR.js)

**Experience Sr. UI/UX DESIGNER (contract): BCBS Florida Blue remote**

**February 2023 – Current**

Everyday Roles: Agile Stand up, Grooming design with Dev, Interactive

Mockups, Helping many teams with mockups.

• Constructing compelling artifacts (wireframes, conceptual diagrams,

task flows storyboards, etc.) outlining present conditions and proposed

solutions to gain strategic alignment and encourage innovation

within and across the organization.  
• Work with a team to create realistic prototypes for internal evaluation

, user testing, and cross-functional critique.  
• Collaborate with business transformation and IT to perform tech

audits to determine solution feasibility.  
• Conceive and model user interface prototypes based on collected

customer requirements, use cases, and business objectives.  
• Comfortable producing hi/mid-fidelity prototypes often

without the accompanying wireframes, based on the story requirements.  
• Designing UX that supports customers’ goals and behaviors.  
• Advocating concepts and ideas from the customers’

perspective among stakeholders.  
• Encourage and foster proper UX best practice thinking within your

team.

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| **Experience** |  | **Sr. UI DESIGNER (contract): RBI (Restaurant Brand International) remote**  **February 2022 – September 2022**  Everyday roles: Agile Standup, meetings with PMs, Devs, and managers, Ideation of new application.  Key role: to design dashboards for Franchisee employees for Popeyes, Tim Hortons, and Burger King. Our design was dashboards containing data driven charts to keep Restaurant owners and Franchisee managers in the know of what is going on at their restaurant. Design components based on Flutter Charts and Material UI.  Prototyping with Figma, Jira- ticket process and Confluence.  **Lead UX/UI DESIGNER: BARBRI Global remote**  **August 2021 – November 2021**  Everyday roles of meetings, Mostly, leadership plans and business goals. Gathering requirements, helping devs with components, accessibility issues, product flow, user flow, user personas, User interviews for mobile, Use-cases and user stories for walkthrough learning products and Bar Preps.  Using UXPin (prototyping), Figma, Adobe XD and CC. Jira. Miro. Helping start a new Product group. Closely working with dev to ensure accessibility, branding, and style guides are used correctly, T.O., P.O., and Architects to build the best products for users.  **SR UX/UI DESIGNER, PROJECT MANAGER**: Mindtree Consultant (USA), November 2018 – COVID-19  2019 Project Great American Insurance Group, Cincinnati, Ohio: Built UI for Insurance internal application used by underwriters. I designed the UI built onto team-built wireframes on a REACT framework. Built out theme of UI with style guide and mood boards. Interpreted ideas from meetings with CEO and studying. Worked closely with development team in India.  Won A-TEAM Award for helping the Dev team with this project.  Worked with Adobe XD and React Studio.  Helped other with their projects nationwide.  Interviewed Applicants for new projects.  2018 Project AAMC: Added Color charts form style guide and CSS style guide for an app based on finding students who will be wanting residency and how to pare them up with the Medical Schools. Collaboration with teammate.  UX and UI design practices on iRise Enterprise Studio and editor.  Added look and feel to iRise prototype for AAMC.  Pre-Sales prototypes on UXPin  Coded style sheets and Coded HTML 5 on IDE editor  **SR UI/UX DESIGNER**: SDG INTERNATIONAL contractor (Plano, Texas), Oct. 2016 – March 2018  *(RushAssist)* ***-*** UXPin Wireframes, Axure and prototypes, research, and user personas. Inventing the application and building it out.  *(All City Real Estate Austin) - UX Designer****:*** UsedAxure and hand coding Realtor sites with HTML and CSS, photos, and changes. prototypes, user research.  *(VECyber) UI Dev****:*** Coded in Bootstrap framework. Worked with GIT, Visual Studio and MVC.  **SR UI/UX DESIGNER**: Blue Cross Blue Shield Texas (Richardson, TX), April 2015 – Oct. 2016  Design and build UI responsive mobile and web applications and sites internally within the company.  User research, User Personas.  Worked in Group and with Medicare data, b to b in both.  Brought Bootstrap 3 to the ITG group to convert existing code to responsive design.  Worked with wireframes UXPin, and Adobe XD. Created Low Level and Hi level wireframes and mockups. Later converted to prototypes.  Attend meetings with business development for requirements.  Utilize Photoshop, Eclipse, Microsoft expression 4, UXPin, Axure and Pencil, Gliffy (flow charts).  A B Testing, Comparative Testing, User Personas.  Coded with knowledge of HIPPA and 508 compliance knowledge and coding.  Utilize JQUERY UI and JQUERY libraries as well as JS libraries.  Work hand in hand with back-end Java developers.  Scrum Agile environment.  **SR UX DESIGNER**: Expressible (ALLEN, TX), Oct 2014 – Feb. 2015  Lead UX, UI design and development on a social media application initially built by backend devs going to market.  This start-up was small but needed the UI, UI and SEO experience to simplify the process of use so that we could sell it and market it.  Extensively went through the SEO best practices for great UX on a prebuilt application.  Coded in Bootstrap framework.  Modified the Frontend to make it UX friendly.  Worked with a great team and utilized Photoshop for mockups, UXpin for wireframes.  I added common SEO practices in the look and feel as well as the code.  did QA with team. My team did personas and user research**.**  **SR UX-UI DESIGNER**: LWS SERVICE WORLDWIDE contractor (PLANO, TX), April 2014 - October 2014 Contractor  Research for companies, comparative testing, user flow, personas, Story boards, Wireframes, UI prototyping, working on CRM or Saas Projects on Salesforce, Shopify, and Mailchimp’  Bootstrap 3, plain HTML5, to build current responsive websites and applications for PC, mobile and tablet devices for customers with user centered design best practices.  Implemented Branding strategies for UI from guides. Creating guide standards into CSS style sheets. SASS/LESS prepopulated CSS. CRUNCH preprocessing compiler. Intuitive naming conventions for modular design.  Convert websites and application for mobile devices and responsive design  Excellent Multitasking skills for different ongoing projects & ongoing project life cycles.  Developed new **user-centered design** for new sites that I created code for to replace existing graphic components used in non-responsive websites.  Helping the customer decide what code library works best for their company project to convert existing site to responsive design.  Using Creative Suite, JQUERY, CSS3,   * **MDbuyline (contract) Designed UI/UX** for medical application smaller devices. Utilizing Bootstrap 3, CSS3, user persona. * **Symphion UI designer** for B to B software built on DevExpress integrating HTML5 framework. Photoshop, HTML5, CSS3. DevExpress libraries of sorts.   **UI/UX DESIGNER, WEB DEV, DEV TEAM LEAD**: NERIUM INT., (ADDISON, TX) Feb. 2012 -April 2013  Visual Studio 12 & 13 used to build websites.  **Saas** products, Zendesk, Adobe Creative Cloud,  **Agile Scrum Methodology full burn chart technique.**  All Responsive design UI. Photoshop and Adobe design creative Cloud suite to build mock-ups and banners.  Strict content branding strategies.  Built branding into **SASS**/ **LESS** and **CSS** files with CRUNCH preprocessing.  All fast-paced turnaround environment working closely with the marketing graphic team.  Excellent Multitasking skills for project life cycle and Agile burn charts.  Adhere to Strict CSS & HTML5.  HTML5 coding and CSS3 to build and rebuild existing sites for responsive mobile to web layouts.  Developed pieces of websites including pieces outsourced by 3rd party company utilizing the views, controllers, and Assets in Visual Studio. And CMS applications.  Built reusable templates for websites using Bootstrap and Font-awesome fonts for company websites.  Made suggestions for UI to create the user centered design to work better than what had been designed based on good rule of thumb tactics and current cutting-edge trends  **SR UI/UX WEB DESIGNER**: ALWAYS AT AUCTION, (COPPELL, TX.) August 2012 – Feb. 2013  Expertise in HTML, XHTML, DHTML, CSS-3,  Used Photoshop & Dreamweaver graphic web-design applications.  Wireframes, PHP, and XHTML integration.  User research  Designed Zen Cart, **Magento** CMS ecommerce re-skin & dev.  **Branding and Logo management as well as CSS and HTML structure management. Gathered new content for brand sites that I built.**  **Created new verbal content for e-commerce cart and website.**  Marketplace, Amazon, Sears, Newegg set up for affiliates  **SR UI INTEGRATION SPECIALIST and UX DESIGN:** EXPEDIA AFFILIATE NETWORK, (DALLAS, TX) Nov. 2007 - April 2012  Design and integrate affiliate websites onto the IAN templates. Integrate WordPress websites to EAN CMS template system and free-standing websites.  Go To person Worldwide for top 150 affiliates code changes and management.  Strict branding guidelines for ecommerce B to B partners. Strict branding guidelines for Expedia Brand and Hotels.com brand.  Strict content management for affiliates.  Strict CSS, graphic warehousing, and naming conventions on server.  Create CSS layout, website for HotelsTA.com (travel agent website) Create HTML/XHTML/CSS standalone pages for Account Management team in Bellevue, Dallas, London, Tokyo, Singapore, Hong Kong, France, and Spain.  Create headers and footers for Account Management staff and integrate with the IAN template global CSS. Developed and altered search forms and banners for Account Management.  Private label/ White label affiliate sites integration and development.  Support Sales and Account Management teams in integration phone calls to affiliates globally.  Act as a first line in requests for custom integrations.  Assist in data gathering of Omniture and Tealeaf and analysis as needed for SEO and site downtime.  Implement code for SEO layout and build.  Create templates for further usage of CMS template between USA, LATAM, EMEA, APAC partners.  Work closely with Account Managers for quick turnaround for affiliate.  **UI WEB ENGINEER**: MATCH.COM contractor (DALLAS, TX) June 2007 – Nov. 2007  CSS coding.  Cross Platform Cross Browser rendering. All browsers PC and MAC  XML data in layout coding.  MAC & PC coding for Match 5.0 system  Deadline oriented page build  Worked side by side with Domestic Marketing group 10+ people  Built all domestic projects while there.  Self-starter and only GUI developer in Domestic while there.  Expertise in HTML, XHTML, DHTML, CSS  developed client-side code for their large dynamic website for Domestic  site (US and UK).  Managed my projects for release date including all content and gathered content for the projects.  Used Photoshop & Dreamweaver graphic web-design applications.  Communicate with management on a regular basis in meetings to ensure that  the overall vision for Match.com products is being maintained.  Develop and maintain development friendly, valid client-side code for ecommerce implementation on the Match.com core product.  Direct the work of Design Technologist to ensure user interface code  design adheres to defined coding standards.  Interfaced with development team members and team leads to ensure smooth  transition of creative assets.  SEO coding specialist with CSS and CSS management |
| **Experience** |  | **SR WEB UI DESIGNER:** CINGULAR WIRELESS contractor (RICHARDSON, TX) March 2006 - June 2007  Web UI Designer for application, POSitively Win for Customer  Service. This is a mockup designed in CSS, HTML, Javascript,  and DHTML fly-out retrofitted from a live Java application designed on a  Java server.  worked side by side with J2EE developers and sometimes sharing the same  code in the live application from JSP and servlets.  mock-up design for customer service to learn the program in  training classes.  XHTML, CSS, Javascript and Photoshop used to emulate the dynamic Java  server-side programming.  RSS coding for news feeds.  GUI in JSP and Struts framework using Eclipse editor.  **SR WEB MASTER:** UNITED NOTIONS and MODA FABRICS (FARMERS BRANCH, TX) June 2004 - July 2006  Redesigning better user navigation and page flow of existing sites.  Built Ecommerce site build and research, check-out pages. Cart UI Integration with backend programmers.  **All graphics designed with Photoshop CS and Flash MX.**  Designed content mostly ‘look and feel’ of web sites, working with  graphics dept. Utilized tools like Studio Suite 8, Flash, Photoshop &  InDesign for print layout.  Content Writing and Management.  Navigation/ designed from JavaScript, DHTML, Flash and HTML.  Used GUI editor required by company, Dreamweaver MX & 8, or hand code. I can write raw code and script without them.  Full Life Cycle Product Management, design, and code 2 internet, 1  intranet and 1 ecommerce site development hand coding and scripting  Interface design development of all sites.  Structured includes (.inc) or (.js) files programmed in JavaScript or  Built Auto launch & Auto Load for Marketing CDs. Created technical  training site for palm pilot on intranet for employees.  Manager of e-commerce catalog  Speaking to customers who have problems with the navigation GUI.  CMS - PHP portal type **(Mambo, Joomla, Xoops, Drupal, Wordpress)**  Quality Assurance of everything coded.  **UI WEB DESIGNER:** VERIZON WIRELESS contractor (COPPELL, TX) Sept. 2003 – Dec. 2003  Developer/Intranet Site Structure remodeling / XHTML, DHTML, XML,  SSI, JavaScript Coding / Programming, Quality Assurance. Built out ecommerce sites and intranet.  Coding from scratch and recoding existing XHTML & Javascript for GUI  and converting sites.  PDFs to HTML format for Human Resources Intranet on the Explore HR  portal.  Quality Assurance and Verizon’s Content Management, Deadline oriented  position.  Working with Visual Interdev and Visual Source Safe to update  (re-coding to meet standards) XHTML, JavaScript, DHTML (CSS,  layers), XML and ASP documents and correcting them using QA process of their Star system recreating existing GTE and Bell Atlantic docs and up  dating to the Verizon format coding.  Retrofit GTE and Bell Atlantic pages into new portal “look and  feel”.  Redesigned Human Resource usability interface navigation on new site  within their portal while adding content for content owners and speaking  to them frequently.  Manipulating and changing include files (.css .inc .js files)  Writing code and script including “includes” (ie.header, footer and  leftnav) for new site I built Monitor HR Scorecard on the HRREG server.  One of 8 developers maneuvering writing and rewriting files on 5  different HR servers in dev, test and production directories for the HR  intranet.  Created VZS logo with Photoshop 7 and the HR Scorecard Site.  **GUI WEB DESIGNER:** GLAZERS DISTRIBUTION (ADDISON, TX) August 2000 - June 2002  UI programming. Graphic Design.  Responsible for managing content, developing, and executing start to  finish layout, design, Graphics and usability of this corporate  internet and intranet site. I worked in a team-based environment with  one other developer among 30 programmers and I was the only Designer  working with the team.  Content Management procedures.  Content QA procedures manually.  The site was done in entirety in 10 months. Website was planned to  be finished in 1 years’ time.  Extensive hand coded HTML edited with a basic editor for design with  tables and GUI layout, ASP. Photoshop 6.01- 7 / Image Ready for creating  all graphics with psd files and psd layers, word docs, created and  designed articles for content. DHTML layers, CSS.  Use of Pc Anywhere to Site Server access to several Glazer company  servers for web content and Internet, also built Employee / Vendor  Intranet and databases.  digital photography with Olympus 3040 and enhancing photos with  Photoshop.  FTP programs. Front-end design integration for website.  Create and design articles for employees to view online.  **GUI WEB DESIGNER:** UNIVERSAL STUDIOS Web Information Dept. (STUDIO CITY, CA) Nov. 1999 – June 2000  Movie Web Site “**Rocky and Bullwinkle**”, Integration, GUI, Hand coded HTML, JavaScript, DHTML layers, Flash, Photoshop Team Based environment with 5 coders.    Coded the Rocky and Bullwinkle web site for the movie. Created code to embed and navigate Web content. Manipulating flash, gif and jpg content. Visual Interdev, Visual Source Safe |

**Education and Certification**

Responsive Web Design **University of London and Goldsmiths** <https://www.coursera.org/account/accomplishments/certificate/UKCYN2UDNDQQ>

Introduction to User Experience Design **Georgia Institute of Technology** <https://www.coursera.org/account/accomplishments/certificate/FS3EK9AHVGHV>

User Research and Design **University of Minnesota**  <https://www.coursera.org/account/accomplishments/certificate/J74UBR7GEZXY>

Prototyping and Design **University of Minnesota**. <https://www.coursera.org/account/accomplishments/certificate/K64XMA2KBPZN>

Introduction to UI Design **University of Minnesota** <https://www.coursera.org/account/accomplishments/certificate/UH9H7B2XKHJT>

Design Thinking for Innovation **University of Virginia** <https://www.coursera.org/account/accomplishments/certificate/AYWXL2SSAWXD>

Richland College “83-85”

University of Texas at Arlington 1992-1994

<http://www.hloom.com/google-doc-resumes/>