GAYLE BARTON

Sr. User Experience Designer

Sr. User Interface Designer

UX Digital Manager

gaylebarton@me.com

757.572.4053

Arlington, TX 76017

Portfolio

Linkedin

Twitter

SKILLS

Design tools:

Adobe Photoshop, Illustrator, Adobe XD, Animate.

Axure

Sketch

InVision

Keynote

iMovie

QuickTime

UX research & techniques:

Personas

User journey mapping

Information architecture

A/B testing

Card-sorting

Case studies

Competitive audits

PROFESSIONAL SUMMARY

Multi-talented designer with 9+ years in digital design. Seeking new opportunity to grow into a management role. Extensive understanding of user-centered design with a passion for blending elegant visuals with intuitive user experience. Experience building products for desktop, iPad and mobile app users while meeting ADA standards for accessible design.

WORK HISTORY

JPMorgan & Chase - Sr. UX Designer • *Plano, TX • 03/2020 - 06/2020*

- Designed a desktop experience that included an overview/dashboard landing page, a view of your buying power with a letter generator, a find a home feature, a explore your loan options section and a loan application process.
- Leveraged Agile methodologies to streamline the web development process in Jira and Confluence environment.
- Rapid prototyping at high fidelity quality using programs such as Sketch and InVision Studio.
- Scheduled regular Zoom meetings to present updates and proposed developments within a team across disciplines, product lines, roles, geographical and time zone boundaries.
- Documented all ADA specifications like tab order, text hierarchy, image tags and designated design system component types.

RESULTS:

- Delivered all the assets and users flows 2 sprints (4 weeks) ahead of schedule.
- Chase MyHome, lending digital experience will be delivered to JP Morgan and Chase's 4 million customers in 2021.

Luck Companies - Lead UX Designer • *Richmond, VA • 09/2019 - 02/2020*

- Brought user research to life through personas, journey maps, Information architecture and utilizing the tools in Optimal Sort and Survey Monkey.
- Developed user stories into actionable items for design and development to follow in Trello.
- Designed high fidelity prototypes in Sketch and Invision and followed an Angular js framework for specifications.

RESULTS:

- A gradual incline of all ordering was now occurring online, resulting in a 100-year-old change of business from traditional customer call in orders to a digital experience.

Virginia Commonwealth University - Digital Designer • *Richmond, VA* • *04/2015 - 09/2019*

- Kept up to date with the current culture of university life, higher education industry trends and found innovative ways to gather UX research.
- Led as a design advocate on hundreds of digital products and consistently raised the bar on efficiency and quality.
- Mentored 2 design interns a year. Taught them Adobe XD, included them in critical thinking work sessions, helped in gathering UX research and I encouraged creativity.

RESULTS:

- Served as lead designer in a team that won a Merit Award from the Richmond Chapter of the Public Relations Society of America.
- Helped ensure more than 300 university websites were ADA compliant and passed WCAG AA testing.
- Designed a dynamic website, digital advertisements, and email campaigns with the Office of Development and Alumni Relations team that has raise more than $700 million in donations for the Make it Real Campaign.

Various Corporate Clients • *Remote* • *01/2011 - 04/2015* (see linkedin for full list)

Movv - UI Mobile Designer (Freelance) • New York City • *01/2015 - 03/2015*

- Created UI designs for an iOS and Android e-commerce web app that lets users record video of products, post on to a marketplace, share on social networks and exchange MOVcodes in person or arrange with buyer for shipping.
- Designed high fidelity mockups in Adobe Photoshop.
- Developed marketing elements such as logos, brochures and merch for this startup.

RESULTS:

- Launched the app in 2016. Link to web site.

Capital One – **UX Exploration & Presentation Designer (Contractor**) • *McLean, VA* • *05/2014 - 08/2014*

- Researched and personified a UX persona profile of "Jane" into an animated executive presentation that showcased a design for a universal banking mobile wallet.
- Used Adobe Illustrator, Flash, iMovie, and QuickTime to create the animated presentation.