

Skills

Lean UX
Wireframing
Prototyping
User Testing
UI design
Personas & Journey Mapping
Responsive & Mobile design
Project Management
Web Standards & SEO
Cross-Browser Compatibility
Startup Experience
HTML (5)
CSS (3)
JavaScript

Working knowledge of:

PHP, Java, Python

Software // Frameworks

Axure RP
InVision
Sketch
Adobe Suite
Office Suite
Wordpress
Jekyll
Git
Jira
Confluence
Bootstrap
Google Material

Working Knowledge of:

Angular, Vue, Aurelia, node.js

Portfolio // Links

j-kent.github.io/portfolio/
[linkedin.com](https://www.linkedin.com)

Senior Visual Designer

[AvidXchange](#) 5/23/2016 – Present

- Created complex user interfaces for B2B SaaS fin-tech applications with a focus on intuitiveness & user efficiency.
- Managed cross-functional effort to modernize & unify Avid's product suite: global navigation, user interface, frameworks, documentation & customer support. Presented the unveiling at the annual AvidXchange User Conference (AUC).
- Created solutions & presented to decision makers at large corporations (MasterCard, Chase, Fifth Third).
- Developed & Manages UI design system encompassing multiple CSS frameworks & Axure component library.
- Managed end-to-end UX lifecycle (Initial product conception, requirements, wireframes, prototypes, design, user testing & iteration).
- Implemented user centered design process (UCD).
- Developed UX design team including roles, responsibilities, & work process.
- Facilitated cross-functional user journey mapping exercises.
- Implemented UX analytics (heatmaps, user recording, funnel analysis).
- Facilitated workshops, user sessions & focus groups at AUC.
- Managed the UCD process for a new Treasury Management System.
- Implemented an in-app knowledge center, replacing an antiquated & disjointed documentation experience.

Design Director

[Bedrock Business Media](#) 7/1/2013 – 2016

- Managed the strategy & development of applications & services utilizing social, consumer & driver data for both B2B & consumer.
- Developed digital products ranging from mobile apps, APIs & SaaS applications
- Managed end-to-end UX lifecycle. Collaborated with dev teams & data scientists (system capabilities, requirements, QA, UAT testing).

UI Developer

[Premier Inc.](#) 9/20/2011 – 2013

- Interface & dashboard design for medical applications, BI & supply chain.
- Created scalable CSS framework for use across all enterprise apps.
- Created responsive & mobile experiences for Premier's social platform, PremierConnect. Design & FED for Premier Ecommerce platform, EXPRESSBuy.
- Portal Theme creation using HTML, CSS & JavaScript. Front-end development & IA for redesign of Premierinc.com.

Education

ScrumAlliance

Certified Scrum Product Owner (CSPO) - 2013

Rutgers University

User Experience Design - 2013
Mini-Masters Certificate

Art Institute of Ft. Lauderdale

Multimedia - 2002

Organizations & Committees

A.I. PAC - Program Advisory

UXDA

IxDA

Charlotte UX Professionals

Senior Web Designer

Red Ventures 8/3/2009 - 2011

- Managed the design & maintenance of over 20 under tight deadlines.
- Refined designs based on multi-variate (A/B) tests, analytics & UX data.
- Developed complete marketing sites from start to finish with special attention to http requests, load speed & mobile responsiveness.
- Consistently produced quality work under extreme deadlines while maintaining strict SEO standards & brand guidelines.

Senior Web Designer

Lowes Home Improvement 8/18/2008 – 2009

- Managed a team of 3 responsible for maintaining all the daily functions of lowes.com, including overseeing content creation & edits, new product listings, bug fixes & the creation & maintenance of seasonal microsites while adhering to strict corporate guidelines & maintaining a consistent experience throughout the site.
- Art directed & designed the seasonal spring campaign; which included site-let as well as banners & emails.

Principal / Lead Designer **Pure Design** 2005 - 2008

- Owned & managed a web design & marketing business.
- Designed & developed web sites, marketing collateral, trade-show booths design, logos & brand identity.