

ANITA JOCELYN HART

Interaction & User Experience Design Leader

PROFESSIONAL PROFILE

Enthusiastic professional with a broad technical skill set and strong sense of design. Excellent communicator experienced in interpreting and translating design visions into intuitive digital user experiences. Noted for responsibility, organization, genuineness, emotional intelligence, strong interpersonal relationships, and professional integrity.

Skills include:

- *UX & UI Design*
- *Design Leadership & Mentoring*
- *Prototyping & Wireframing*
- *Agile Development Integration*
- *Solving problems both analytically & creatively*
- *Ability to visualize & simplify complex systems*
- *Empathizing with users, their needs, & their aspirations*
- *Understanding the strengths & limitations of both humans & technology*

Education:

Master of Arts in Interaction and User Experience Design

University of Kansas 2019

Bachelor of Arts in Organizational Management

Ashford University 2008

Certification:

Master Web Designer

Johnson County Community College 2011

TECHNICAL SKILLS

Programming / Web:

HTML5, CSS3, Bootstrap, SASS, IntelliJ, Eclipse, SVN, Git, Agile

Software / OS:

Adobe XD, Axure, Balsamiq, Sketch, Figma, Windows and Mac OS

CAREER DEVELOPMENT

TOUCHNET, Lenexa, KS, 2015-Present

Senior User Experience Designer

Digital design and front-end development

- ✧ *Designed simpler and consistent payment workflows for several applications, implemented Apple Pay*
- ✧ *Designed a complex user role management workflow to simplify and improve usability.*

- ✧ *Created a new interface for cashier session close and balance tasks for both cashier and administrative applications.*
- ✧ *Major innovative redesign of dual ecommerce applications: client facing brandable templates as well as administrative support functionality using Figma, Miro, Balsamiq, Sketch, Adobe XD, InVision, HTML5, CSS3, Bootstrap, JSP, React, and SASS*
- ✧ *Team centered technologies: Github, SVN, Grunt, Salesforce, Eclipse, IntelliJ, and JIRA*
- ✧ *Creation of customer surveys, data interpretation, executive summary reports*
- ✧ *Conducted many customer test sessions with click-through prototype workflows*
- ✧ *Benchmark testing strategy and implementation for several major applications*
- ✧ *Initiation of integrating design into Agile development sprints, team design reviews and design iteration processes*
- ✧ *Leading UX Team in creation of design system and documentation*
- ✧ *Design management, defining requirements, and leadership of implementation*

INSIGHT GLOBAL, Kansas City, MO, 2015

Web Developer

Web application front-end development

- ✧ *Web application development using HTML5, CSS3, Bootstrap, LESS, and AngularJS*
- ✧ *Team centered technologies: Github, Bower, Gulp, SourceTree, Webstorm, and JIRA*
- ✧ *Build interactive pages for a complex data-driven sports fan application from design PDFs*

PERUVIAN CONNECTION, Tonganoxie, KS, 2014-2015

Web Production Specialist

Ecommerce web production and graphic design

- ✧ *Web development and production for ecommerce site using HTML, CSS, and jQuery*
- ✧ *Marketlive Ecommerce Platform*
- ✧ *Graphic design software: InDesign, Photoshop, and Fireworks*

CATAPULT INTERNATIONAL, Lenexa, KS, 2012-2014

Web Developer

Front-end web development and graphic design

- ✧ *Web development using JSP, HTML5, CSS3, jQuery, Bootstrap, LESS, SVN, PHP*
- ✧ *Web application design, development, and user interface design*

- ✧ *Agile software development cycle, UI design, and stakeholder collaboration*
- ✧ *International office collaboration and training*
- ✧ *Web design and preparation of photographic and vector illustrations*
- ✧ *Digital video project management*
- ✧ *SEO analysis and on-page SEO strategy*

MERSOFT CORPORATION, Overland Park, KS, 2011-2012

Web Developer (Intern)

Front-end web development and maintenance for corporate clients

- ✧ *Website planning, UI design, wireframing, and development using PHP, jQuery, jQuery mobile, Ajax, JSON, Balsamiq.*
- ✧ *Performed SEO analysis, assisted with internal project workflow management, collaboration with clients to assess business needs.*

Project Portfolio Summary

TouchNet Information Systems

Designed and developed an ecommerce application with a client-facing brandable mall, storefronts, and templates as well as a new interactive application for administrative support. The major problem facing this project is outdated appearance and fragile code-base created by years of non-controlled client customizations.

As the product designer, I created a new template-based layout system with interactive tools that enable the universities to brand their campus stores in a few steps. I simplified the setup process by grouping similar tasks together in a visual presentation rather than a multi-tiered information format. I also developed the new code using modern frameworks and design patterns. One of the most challenging tasks for this project is moving the product forward while working with non-predictable client customizations.

I am currently serving as lead designer for a team of 8 developers using Agile methodologies.

FanThreeSixty (Insight Global Contract)

Collaborated to help develop a sports fan application that collects and organizes fan data for sports franchise marketing campaigns. My role was front-end developer primarily responsible for the application's presentation view. I also worked with a small team of developers to retrieve server data in order to deliver a dynamic, modern web experience.

The main problem was the existing code base was over-complicated and nearly impossible to maintain, yielding an unstable experience for the users. The solution was to re-code using programming best practices, optimizations, and current technologies. I work flow improvements to reduce steps in setup process and simplify the interface to deliver task-based content only as needed.

Note: This application is behind customer login, therefore it cannot be publicly accessed. I can provide a marketing link: <http://www.fanthreesixty.com/what-we-do/>

Catapult International

Single-handedly designed and developed this intelligent package-pricing tool to assist potential customers with an interactive way to build custom features for their needs.

The problem was that sales team was inundated by outdated spreadsheet information and untraceable transactions by staff across branch offices. They were also having a difficult time helping customers understand the price models for the product. I provided a beautiful, web-based, easy-to-use interface that was available online 24/7 all over the world.

Customers are now able to create their own package requests and submit their data directly to the sales team digitally, eliminating the need for spreadsheets and providing consistency across the organization.