Jun 2024

GAYLE BARTON

Sr. User Experience Designer/Researcher

gaylebarton@me.com

757.572.4053

Dallas, TX 76063

Portfolio

Linkedin

SKILLS

Design tools:

Figma

Sketch

InVision

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Spark)

UX tools:

UserZoom

Optimal Workshop

SurveyMonkey

Miro/Mural

Maze

Data Dog

Tableau

PROFESSIONAL SUMMARY

Experienced Senior Product Designer, UX Designer and UI Designer with over ten years of end-to-end product design expertise, specializing in creating intuitive and visually engaging experiences for iOS, Android, and web applications. Proven track record of driving impact through user-centered design, conducting comprehensive user research, prototyping, and usability testing. Passionate about design with a proven track record of creating visually captivating and solutions.

WORK HISTORY

Allstate – Sr. UX Designer • *Remote* • *03/2023 - 06/2024*

Allstate Roadside Assistance web app and Omni Caller Assist app

- **Elevated User Satisfaction:** I took charge of an UX design and customer research initiatives for the Allstate Roadside Assistance web app and Omni Caller Assist app, achieving a 45% increase in user satisfaction by the second quarter.
- **Streamlined Processes:** Managed multiple work streams, delivering solutions on a tight design-to-development timeline using Agility and Version One planning software.
- **Engaged User Testing:** Built interactive prototypes, wireframes, and storyboards to communicate ideas and conducted user testing through UserZoom, ensuring designs met customer needs.
- **Collaborative Enhancements:** Worked closely with Allstate's design system, content design, software engineering, product managers, and CX leadership to refine and improve user experiences.

Allstate Gateway, a news and resources portal

- **Redesigned Key Portal:** Led the redesign of Allstate Gateway, a news and resources portal used by 50,000 Allstate agents across 51 states and territories.
- **Scalable UI/UX Components:** Developed UI/UX components, utilized existing design libraries, and created new templates to ensure consistency and scalability across the Gateway portal.
- **Regular Feedback Loops:** Conducted bi-weekly design review sessions using Figma with senior leadership, subject matter experts, and product managers to gather feedback and align on design directions.

Optum RX – Sr. UX Designer • *Remote* • *11/2022 – 02/2023*

- **Customer-Centric Redesign:** Led the redesign of the Optum RX Infusion customer portal on a 3-month contract, focusing on optimizing user experience in appointment scheduling, order tracking, and home care services.

- **Advocated for Users:** Consistently championed the needs of infusion customers, ensuring the design met their requirements for making informed healthcare decisions for themselves and their families.
- **Cross-Functional Collaboration:** Partnered with product, project management, and engineering teams to deliver detailed mockups and development specifications in Figma, ensuring a seamless handoff process and high-quality final product.

Accenture, Cloud Innovation Center - Sr. UX Associate Manager •
Remote • 05/2021 – 11/2022

Municipal Securities Rulemaking Board (MSRB) – UX Design Lead (Consultant) • Remote Electronic Municipal Market Access (EMMA) Portal Redesign

- **Consulting Engagement:** Led a two 8-week consulting engagement for the redesign of the Electronic Municipal Market Access (EMMA) portal.
- **Data-Driven Design:** Designed an end-to-end user experience tailored to state and municipal data requirements, selecting visual data charts and elements that enhanced usability and presentation.
- **Market Insight Tool:** Transformed the portal into a dynamic library of datasets, aiding market participants, policymakers, and the public in gaining deeper insights into the municipal securities market.

Heartland Forward and Builders & Backers – UX Design Lead (Consultant) • Remote Community Growth Platform and Toolkit App

- **Consulting Engagement:** Led an 8-week consulting project to create a social media platform for Heartland Forward, in partnership with Builders & Backers.
- **Entrepreneur Support:** Developed a digital resource to support entrepreneurs and their innovative ideas, including user flows, wireframes, and interactive prototypes using Sketch.
- **Engaging Content:** Curated a photography gallery for the platform's initial 15 backers to help them manage and showcase their initiatives.
- **User-Centric Design:** Conducted usability testing using Maze, incorporated user feedback, and iterated on designs to enhance the user experience.
- **Industry Recognition:** Our work was recognized by Fast Company's 2023 World Changing Ideas Awards for revolutionizing entrepreneurship.

Oracle - Opower Sr. UX Designer • *Remote • 10/2020 – 05/2021*

- **AI and Behavioral Science Integration:** Leveraged AI and behavioral science to influence over 175 utility customers to take large-scale actions.
- **Customer Engagement:** Enhanced engagement by strategically segmenting and targeting specific user groups based on analytics insights.
- **High-Fidelity Prototyping:** Created rapid, high-fidelity prototypes using Sketch and InVision.

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

- **Responsive Design:** Designed a responsive experience for Chase MyHome, including a dashboard, buying power overview, home search feature, loan options exploration, and loan application process.
- **Agile Methodologies:** Streamlined the web development process using Agile methodologies in Jira and Confluence.

workshops, providing direct feedback, and critiques.

EDUCATION

VCU, Master of Product Innovation:
Micro-credentials, Design thinking, 2016.

Pre-demo week, UX mentor/advisor, 2019-2021

Maryland Institute College of Art, 1993

Bachelor of Fine Art: Visual Communication

REFERENCES:

Theodore Fitzgerld
teddy1218cf@gmail.com
Allstate Sr. Consultant, Strategic Integration
830-469-2964

Azadi Bogolubov
azadibogolubov@gmail.com
Accenture Advanced App Engineering Manager
503-933-3494

Pam Arnold
plarnold@vcu.edu
Creative Director, VCU
804-292-5184

PERSONAL REFERENCES:

David Lassiter
Entrepreneur
David Lassiter1@mac.com
757-342-6606

Miguel Perez-Mendez
Personal Reference

- **ADA Compliance:** Documented ADA specifications, including tab order, text hierarchy, image tags, and designated design system components.
- **Managed Schedules:** Delivered all design assets and user flows two sprints (four weeks) ahead of schedule.
- **Broad Customer Reach:** The Chase MyHome lending digital experience was delivered to JPMorgan and Chase's 4 million customers in 2021.

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

- **New Customer Experience:** Designed JobSight, a new customer experience providing real-time data access to help run customer businesses more efficiently.
- **User Insights:** Utilized personas, journey maps, and information architecture, analyzing and disseminating over 1200 user insights.
- **Actionable Design Items:** Developed user stories into actionable items for design and development in Trello.
- **High-Fidelity Prototypes:** Created high-fidelity prototypes in Sketch and InVision, following an AngularJS framework for specifications.
- **Award Finalist:** 2020 MMG Innovation Award Finalist for JobSight.

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

- **Product Design Leadership:** Led the design and development of 300 digital products, enhancing efficiency and quality.
- **UX Research and Trends:** Stayed updated with university life and higher education trends, utilizing innovative methods for UX research.
- **Mentorship:** Mentored junior designers, guiding them on design principles, methodologies, tools, and UX research.
- **ADA Compliance:** Ensured ADA compliance and WCAG AA testing for over 300 university websites.
- **User Engagement:** Enhanced donor engagement and satisfaction through user-centered design on the "Make it real" campaign.
- **Campaign Success:** Contributed to the campaign's success by creating an optimized and user-friendly experience, ultimately helping to surpass the fundraising goal by over $91 million.
- **Design System Development:** Developed and maintained VCU Compass, the university's design system, ensuring design consistency across platforms and products.

Freelance UX/UI & Digital Designer • *Remote, USA • 01/2011 - 09/2015*
Provided creative direction for established corporate and small/medium sized business clients ensuring that products exceeded client expectations. Designed engaging graphical UI elements for television program guides, touchscreens kiosks, responsive websites, native mobile, and tablet apps.

● **Time Kick (New York):** In 2015, served as the client communications contact for this alarm clock IOS mobile application. In eight weeks, conducted user interviews in an A/B testing environment, and designed UI from concept to launch.

● **KSI Data Science (California):** From 2010 to 2015, completed all company UI, UX, and traditional marketing material needed for this start-up video and data management company for aerial drones that helped it to earn multi-million

Briteviewinteractive@gmail.com

757-284-5183

dollar investments. RESULT: [Link](#)

● **Capital One (Virginia):** From May-August 2013, worked on implementing UX persona profiles to design a universal banking web wallet widget featured in an animated executive presentation. RESULT: [Link](#)

● **Cox Communications (Georgia):** From April-July 2011, worked as a designer to convert the existing set-top box program guide interface to the company's first iPad exclusive program guide. Worked with the Director of Cox Connect to delivered the UX/UI information architecture document. Cox Launched Cox Connect, later it got re-marketed into Cox Contour app. RESULT: [Link](#)

Echostorm - **UI/UX Designer & Marketing Designer** • *Suffolk, VA* • *04/2004 - 09/2010*

- **Comprehensive Design Leadership:** Developed and managed all marketing and UI design for video and data management software and hardware, capturing, standardizing, processing, and distributing video, images, and data from aerial drones.
- **Agile/Scrum Participation:** Fully integrated into the Agile/Scrum software development cycle, contributing to daily stand-ups, demos, and sprint retrospectives as a UI Designer.
- **Revenue Growth:** Played a key role in increasing revenue from $1 million to $15 million over six years by creating and executing a product and marketing plan that ensured consistent internal and external branding.
- **Sales Support:** Supported a sales team of 25 by creating presentations, flyers, data sheets, posters, logos, websites, and other marketing materials for new products.
- **Award Recognition:** Contributed to winning the Virginia Center for Innovative Technology's High Tech Emerging Company award in 2005.
- **Startup Growth:** As the first designer hired, contributed to the startup's growth from its initial stages to over 120 employees before it was sold in 2010 for $32 million.