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| **Jeffrey****B**⏵**Norman** |  |

jeffreybnorman@gmail.com

815-593-5215

Experience / Strategy Evangelist ⏵ | Creativity Empowered ⏵ | Partnership / Team Builder ⏵

Experienced UX designer, strategist, advocate, and leader with a focus on collaboration, problem-solving, and creative thinking. Specializing in providing innovative user-centered design culled from usability test-driven results and meticulous research and discovery. Values, effort, and purpose-driven leader that helps inspire the creativity of each team member and pushes to turn weaknesses into strengths. A patient listener, teacher, and mentor.

AREAS OF EXPERTISE

Experience / User Advocacy

Strategy / Process Evangelism

People Leadership / Mentorship

User Experience Design

User Interface Design

Visual Design

Prototyping / Wireframing

Creative Team Building

Interaction Design

Infrastructure Architecture

Usability Testing

User Experience Research

RECENT PROFESSIONAL HISTORY

LOWE’S, Charlotte, NC Nov. 2020⏵PRESENT

*Sr. Product Designer,*
Leading a team of product designers, product researchers, and content strategists through organizational, demand-oriented, and more specifically, customer / user-driven experience processes customized for streamlined utilization of resources to meet market and promotion analyzed releases. Cultivating a creative environment for remote contributors across the United States and collaborating with business partners across the globe. Delivering industry-leading experiences in e-commerce, marketing, and communications to a broad array of customer segments.

*Responsibilities:*

* Orchestrating the product processes with business partners and engineers to deliver excellent user experiences and delight for our customers
* Fostering talent within 2 vertical teams that include 22 reporting contributors. Evaluating and putting them on paths to grow in the organization, and in their industry
* Working closely with leadership teams across our department, and with partnering departments to streamline workflows, and eliminate scope creep, inadequate point sizing, and create a clearer vision to combined organizational goals
* Advocating for our process, our contributors, and our standards in product creation and conceptualization
* Creating and acting on best practices within the industry to utilize strategy, architecture, and research to the pinnacle of its effectiveness. Always evolving our process for quality user metrics
* Developing learning plans and educational courses to continue contributor growth as well as educate partner teams on Lowe’s UX / Product Design processes, ways of working, values and principles, and metric / analytical methodologies.

WHITCRAFT, Thomasville, GA JAN. 2018⏵Nov. 2020

*User Experience Design Manager*
Leading a team of engineer-minded User Experience & Visual Designers, Infrastructure Architects, Researchers, and
Usability Specialists to create an empathetic, customer-focused experience. Proud to provide 100% usability tested experiences.

*Responsibilities:*

* Leading discovery with product manager on upcoming initiative, and assigning projects to design team members
* Following project process / progress with design team and mentoring as necessary
* Holding project-timely status and showcasing meetings with design team to help troubleshoot a project, or provide helpful feedback prior to business review or client testing
* Contributing to the success of project deliverables with visual style guidelines in adherence to development platforms
* Creating user-centric flow charts, wireframes, prototypes, and visual mockups on individual and team-oriented projects
* Presenting conceptional to fully usability tested designs to business and product owners at numerous points of design to hit all project / development timeline, and release schedules
* Creating design specifications for seamless project hand-off from the UX team to front-end development team
* Facilitating design, testing, and research-based learning workshops. Sometimes with guest speakers
* Mentoring junior designs with focus on visual / experience design and interaction
* Hands-on ethnographic research at client sites to better understand client process and workflow with our products
* Reimagining the voice-based interactive benefits platform using IA and VUI practices

TESLA, Fremont, CA JAN. 2013⏵Nov. 2018

*Sr. User Experience Designer*
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COMPLETE 25+ YEAR WORK HISTORY AVAILABLE UPON REQUES

TOOLS

*Figma*

*Sketch*

*Jira*

*Adobe Creative Suite*

*Adobe XD*

EDUCATION

Harvard University – Computer Science

National Louis University – BS Management

*Certifications:*

HTML

Google Certified in UX Design

HCD