

A. Rheannon SPAULDING

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20+ yrs

Employing UX, technical skills, front-end coding and data analysis skills - because I care about the every-user.

EXPERIENCE

- Current- 2023** • **Creative Director + Products Manager** **Revelation**
Supporting brand consistency, trademark filings, business plan creation, grant writing, web and social media presence, tech support, big-picture advocate, graphic designer, brand ambassador, and more.
- 2023- 2022** • **UX Architecture Manager - Consumer** **Dow Jones**
Supported my team and projects from discovery, requirements gathering, group orchestrated ideation, documentation, design system framework building, legal compliance and project launching. Dow Jones, part of NewsCorp, is the parent company for the Wall Street Journal, MarketWatch, Barron's and several other news outlets.
- 2022- 2018** • **CX/UX Manager / Sr. UX Designer** **Lenovo Software**
Starting as a contractor and hired as the UX manager, supporting my team as we embarked on the creation of home-grown design systems for our K-12, Higher Education, and SMB products while integrating with multiple agile teams as product updates were released every 2 weeks.

Additionally, led the integration of analytic implementation across multiple products and provided monthly and quarterly analysis of the data.
- 2018- 2018 (6mo)** • **UX Designer** **Diveplane (now Howso)**
Not my best work. Early-market analysis for application, designed 3-dimensional representation of anomaly detection data visualizations, UX-focussed writing of common deep-ML terms, home page designs and usability testing, and office interior design.
- 2018- 2016** • **Sr. UX Designer** **Dude Solutions (now Brightly)**
An integrated member of 2-5 agile squads, producing solutions which are 'full scope' MVP in a spotify-model agile environment creating platforms used by maintenance staff across multiple industries including warehouses, schools, government buildings, roads and churches. Orchestrated the creation of a design system and the processes required to maintain it which was a cross-functional effort between UX, FE Engineering, and Product Management.
- 2016- 2016 (6mo)** • **Independant Contractor | Sr. UX Designer** **Amazon**
Aiding project teams for 4 groups: Trade-ins, Rentals, Warehouse Deals, and 3P Sellers running usability tests, creating sitemaps, wireframes, prototypes, data analysis, motion and interaction design, and more.
- 2014- 2015 (nearly 2 yrs)** • **User Experience Architect** **Mission Data**
1st official hire intended to deliver best practices in User Experience Achitecture and Design. Primary focus was direct client work, aiding efforts in a diverse array of markets. Clients included Papa Johns, Top Chef, Mercer, PetFirst, National Geographic Kids, and more. Secondary focus on internal training to enable more UX thinking in projects.
- 2014- 2014 (4mo)** • **Independant Contractor | Sr. UX Manager** **Posh Consulting**
Supported creative direction, mentoring of Jr. design members, collaborating with creative teams in India and Isreal, gathering project requirements, evaluating and forecasting project needs for potential clients, and providing assets including wireframes, prototypes, final designs, and more.
- 2013- 2010** • **UX Architect + Sr. UX Designer** **[wire] stone**
Information architecture for large clients including Starbucks, Boeing, Microsoft, and more.

ABOUT

A passion to fixing all of the, 'Ugh's in the world, whether it is in person, over technology, or something in between.

My passion is to support people so their work and connection point with technology is as approachable and simple to use as possible.

Creator of several modern UX mobile interaction patterns.

EDUCATION

Book and Vocationally trained.

UX: NN/g certified
id: 1060338

w3schools certified
HTML & CSS

SKILLS

Requirements Gathering
Business Plan Creation
Onboarding
Diagram Creation
Data Analysis + Visualizations
Wireframing and Prototyping
Sitemaps
Interaction Models
Information Design
CCPA and GDPR Compliance UX
Design Systems
3, 5, and 10yr Strategies
Social Media and Marketing
Audio / Video Recording
Manual Schematic Design
Networking and Network Security
Asset Management Systems

LAUNCH VECTORS

Apple, Android and Windows native
Web
Mobile
Smart TV (CTV)
VR
MS Surface Table