

A. Rheannon SPAULDING

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20+ yrs
Creating win:win scenarios
between consumers and businesses.

EXPERIENCE

- Current- 2023** ● **Creative Director + Products Manager** **Revelation**
Supporting brand consistency, product architecture, business plan creation, grant writing, web and social media presence, tech support, big-picture advocate, graphic designer, brand ambassador, trademark filings, 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, managing the multi-project backlog while 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. Customer Success onboarding calls dropped overnight after initial implementation of design system, customer adoption ratings drastically improved as well. Led integration of analytic tool across multiple products and provided monthly and quarterly analysis of the data.
- 2018- 2018 (6mo)** ● **UX Designer** **Diveplane (now Howso)**
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, office interior design, and staff photography.
- 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)** ● **Independent 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 Architecture 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)** ● **Independent Contractor | Sr. UX Manager** **Posh Consulting**
Supported creative direction, mentoring of Jr. design members, collaborating with creative teams in India and Israel, 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.

SKILLS

UI Design
Design Systems
Wireframing and Prototyping
Sitemaps
Interaction Models
Information Design
CCPA and GDPR Compliance UX
Diagram Creation
Manual Schematic Design
Data Analysis + Visualizations
Audio / Video Recording
Requirements Gathering
Business Plan Creation
Onboarding
3, 5, and 10yr Strategies
Product Direction Consultations

LAUNCH VECTORS

Windows, Apple and Android OS
Web
Mobile
Smart TV (CTV)
VR (Unreal/Android)
MS Surface Table (WPF)
Silverlight

ABOUT

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

Entered the field of UX to support people so their work and connection point with technology is as approachable and simple to use as possible.

Author/originator of several modern UX mobile interaction patterns.

EDUCATION

Book and Vocationally trained.

UX: NN/g certified
id: 1060338

w3schools certified
HTML & CSS

additional experience can be found at <https://www.linkedin.com/in/arspaulding/>