

Audrey Rice

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UI/UX Designer/Strategist/Researcher

10+ years of experience creating user interfaces and experiences for Fortune 500 companies and the military, including software applications, Websites, static and animated banner ads, wireframes, mock-ups, tablet visual aids, tutorials, and games for multiple devices.

Translating business requirements and user feedback into elegant and intuitive online design solutions while ensuring strict adherence to brand style is among my strengths.

I contribute to all phases of the design process, from gathering user feedback, writing user stories, style guides, and creating wireframes, mock-ups, and prototypes, to determining functional requirements and performing User Acceptance Testing (UAT). Other responsibilities have included negotiating contracts and managing vendor relationships.

Tools and Technology

Adobe CC Photoshop, Illustrator, Dreamweaver, Flash, InDesign, UXpin, Foresee, Axure, and Usertesting.com. Working knowledge of HTML5, CSS3 JavaScript, SharePoint, ActionScript 2 and 3, Accurev, ICE (content management system), QlikView, Teamsite, Adobe Captivate, and Articulate Storyline.

UI/UX Design

- Engaged in system-engineering, producing user stories, use cases, and the design of wireframes and high-fidelity mock-ups for a multi-platform application.
 - Designed, developed, and maintained user interface designs for self-service portals, B2C and Intranet sites by building low-/high-fidelity wireframes and mock-ups, and interactive prototypes for desktop, tablet, and mobile devices.
 - Translated design solutions into business requirements for IT development.
 - Proficient in problem analysis, solution development, and implementation planning over the entire Software Development Life Cycle (Agile/Scrum and Waterfall).
 - Acted as Scrum Master for cross-functional teams.
 - Solely responsible for discovering user pain-points, and recommending user-centric design solutions that increased customer satisfaction, and retention.
 - Performed UAT to ensure implementation was consistent with design specifications.
 - Collaborated with product managers, designers, information architects, developers, and other stakeholders to execute best-in-class user online experiences.
 - Managed third-party vendors to implement transactional design solutions.
 - Wrote internal and external style guides.
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UI/UX Research and Strategy

- Conducted user-research by independently writing, launching, and analyzing remote user tests to deliver a more engaging, robust and seamless customer experience that led to higher retention rates.
 - Identified research opportunities, defined goals, and delivered actionable recommendations to executive-level management.
 - Crafted personas, monitored and reported on customer satisfaction and performance issues based on Foresee analytics that led to improved user experience.
 - Improved service, quality, and sales by conducting focus groups and delivering questionnaires to call center representatives.
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Web/Interactive Design

- Transformed conceptual ideas and print material into online design solutions for Inter/Intranet sites.
 - Created animated and static promotional banner ads, and email campaigns for B2C sites.
 - Translated printed sales material into digital interactive sales aids.
 - Assisted in the migration of Web pages from HTML, CSS, and JSP to Adobe Flex.
 - Led User Acceptance Testing (UAT).
 - Reviewed pre-market handset bug list and produced user instruction guide.
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eLearning Design

- Spearheaded a bilingual interactive cellphone tutorial.
- Managed eLearning solutions and delivery for new and existing National Call Center representatives.
- Developed eLearning modules, and interactive games delivered to multiple devices.

Education

- University of Phoenix Online, 2001-2002; Spectrum Institute for the Advertising Arts, Inc., Somerville, NJ, 1980-1983.
- Lynda.com courses completed include UX Design Techniques: Creating Personas, Analyzing User Data, and Responsive Design Fundamentals.

Employment History

BANC3/Embedded consultant with security clearance at Picatinny Arsenal, Rockaway, NJ

Senior UI/UX Designer 5/16 — current

Collaborate cross-functionally in the design and development of a multi-platform software system that provides situational awareness and collaborative tools to support decision-making, planning, and execution management to all echelons of Army personnel.

Party City, Rockaway, NJ

Senior UI/UX Designer and Strategic Researcher 4/14 — 3/16

Led user research, strategy, experience, and design for multiple device interfaces for a \$125MM+ B2C business carrying over 40K SKUs.

The Louis Berger Group, Morristown, NJ

UI/UX Designer (Contractual Assignment) 8/13 — 2/14

Managed the design of an internal portal used by the New Jersey Department of Environmental Protection to track assessments for the Hurricane Sandy redevelopment relief effort (federal grant).

Directed user interface redesign of a program used by FEMA to deploy housing inspectors to federally declared disaster areas.

Millennium Communications Group, Parsippany, NJ

eLearning/Interactive Designer (Contractual Assignment) 1/13 — 6/13

Developed SCORM and AICC compliant healthcare elearning modules that were viewed on multiple devices and browsers.

MetLife, Bridgewater, NJ

UI/UX Designer (Contractual Assignment) 11/11 — 9/12

Streamlined the online process of scheduling an at-home paramedic visit for healthcare patients.

Improved overall layout, functionality, and customer frustration for registration, login, and annuities user flows of self-service portal.

Verizon Wireless, Warren, NJ

UI Designer (Contractual Assignment) 12/10 — 11/11

Designed and maintained an application used to track the life cycle of devices, accessories, and appliances.

Sanofi-Aventis, Bridgewater, NJ

Lead Interactive/UI Designer (Contractual Assignment) 7/09 — 12/10

Translated printed versions of marketing material into effective interactive digital sales aids given to healthcare providers.

Web/Flash Designer (Contractual Assignment) 12/08 — 6/09

Championed the migration of a Content Management System for company's Intranet site.

Medco, Franklin Lakes, NJ

Web/Flash Designer (Contractual Assignment) 3/08 — 11/08

Worked cross-functionally to implement user interface designs, and videos, for multiple B2C Web properties.

New York Life, Parsippany, NJ

Flash Designer (Contractual Assignment) 11/07 — 3/08

Designed and developed animated marketing ecards.

Virgin Mobile US, Warren, NJ

Internet Web Designer 8/06 — 11/07

Spear-headed an online handset upgrade program that reduced calls into customer care. Produce layout and designs for telecommunications e-commerce Web pages.

Intranet Web Designer 10/02 — 8/06

Involved in all phases of managing the internal Knowledge Management System used for new hire/up-training of customer care representatives.