

Hello, I'm Yinnette. I specialize on brokering symbiotic relationships between the business and the users they serve. I play an integral part in gathering insights about the attitudes, emotions, needs, and behaviors of people who use our products to inspire and inform design.

I'm a multi-faceted designer that can lead UX initiatives on small to large-scale projects from concept to functional interface. I promote teamwork, excellent communication, evangelizes scalability/future-states, and empower the user to join the UX process and own their journey. Throughout my career, I have managed creative and cross-functional teams as large as 20, which included UX Researchers, Product Designers, Graphic Designers, Design Interns, and Front End-Developers. I have also successfully launched over 30+ projects, involving a variety of industries, that ranged from native mobile apps, SaaS/PaaS products, B2B enterprise-level applications, and AI/Machine Learning platforms.

I would love to chat about how I can be an ally to the team and what tools and skills I can bring, that will continue to make your company an innovator and leading voice your community.

Work Experience

UX AND PRODUCT DESIGNER / FOUNDER ———— 2016-02 - CURRENT

- Lead the design and development of client solutions.
- Identified and documented detailed business rules and use cases based on requirements analysis.
- Evaluated impact of process change on overall operation and determined return on investment.
- Brainstormed with design and dev team to determine enhancements and product features.
- Suggested enhancements to product design that would improve user experience.
- Contacted proper stakeholders to share changes to project scope and timelines.

DIRECTOR OF PRODUCT DESIGN & USER EXPERIENCE - SITEZEUS ———— 2017-11 - 2019-12

- Brainstormed with peers and other members of design team to determine enhancements and product features.
- Suggested enhancements to product design that would improve user experience.
- Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy.
- Provided comprehensive analysis and recommend solutions to address complex business problems and issues using data from internal and external sources and applied advanced analytical methods to assess factors impacting growth and profitability across product and service offerings.

LEAD UX & PRODUCT DESIGN CONSULTANT - NIELSEN COMPANY ———— 2017-11 - 2019-12

- Helped implement design processes and best practices to develop an end-to-end user experience for Nielsen's "Buy-Network" Connected System.
- Designing alongside stakeholders and developers, worked on products that help retailers and manufacturers run their day-to-day business, including pricing, promotion, assortment, category review, roi and everyday analytics.
- Employed coding practices based on commonly accepted standards to establish site layout and user interface.
- Spearheaded production of page content such as visuals and text copy to meet project specifications.

PRINCIPAL CONSULTANT II FOR USER EXPERIENCE- CARDINAL SOLUTIONS ———— 2014-08 - 2017-12

- Compiled research data and gave professional presentations highlighting discovery findings and recommended UX and design optimizations.
- Communicated with product managers and stakeholders to translate project requirements and business objectives into polished user interfaces.
- Established criteria for each milestone within product roadmap as means to measure design progress.
- Conceptualized and deployed enhanced product features and optimized implementation for use in marketing strategies.

LEAD SR. USER EXPERIENCE DESIGNER - ELM RESOURCES _____ 2013-08 - 2014-07

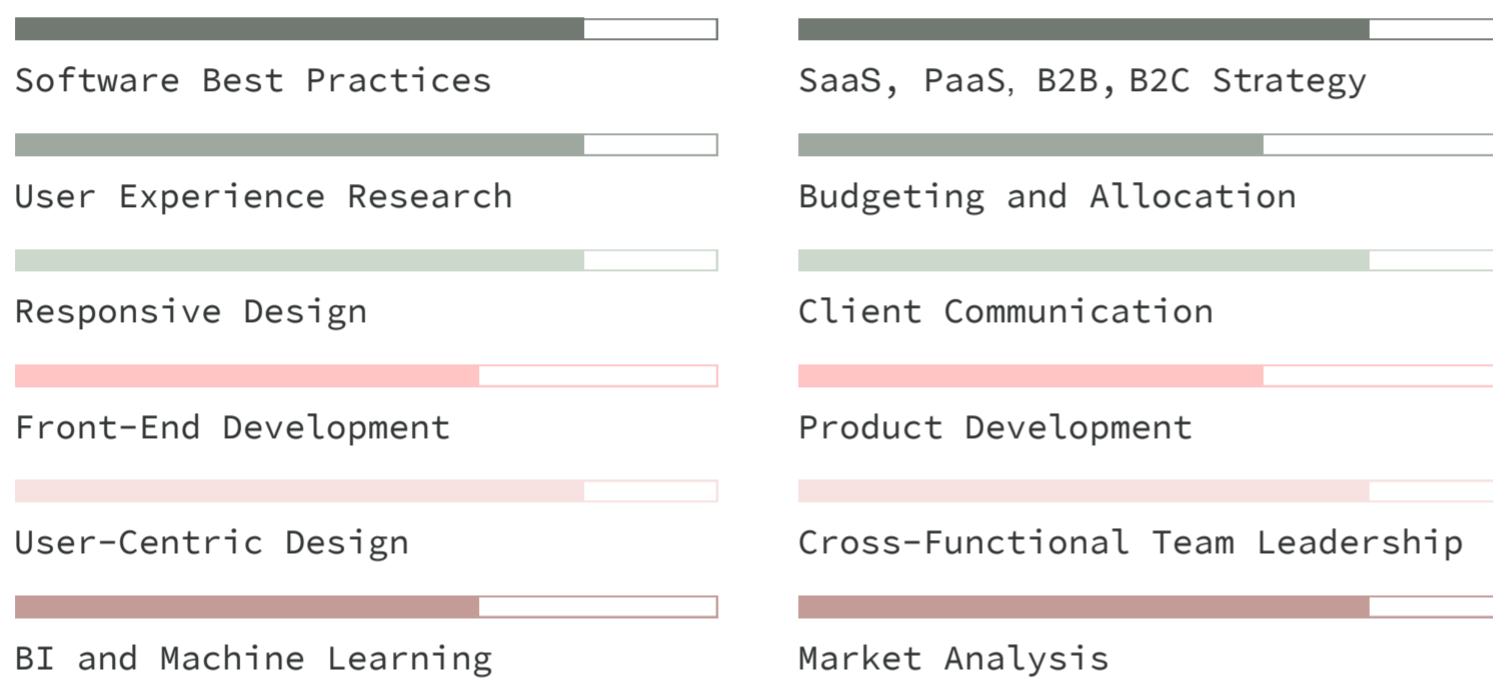
SR. MOBILE UX DESIGNER - MAD MOBILE _____ 2012-02 - 2013-06

LEAD SR. INTERACTION & UX DESIGNER - THE NEW YORK TIMES COMPANY _____ 2010-08 - 2012-02

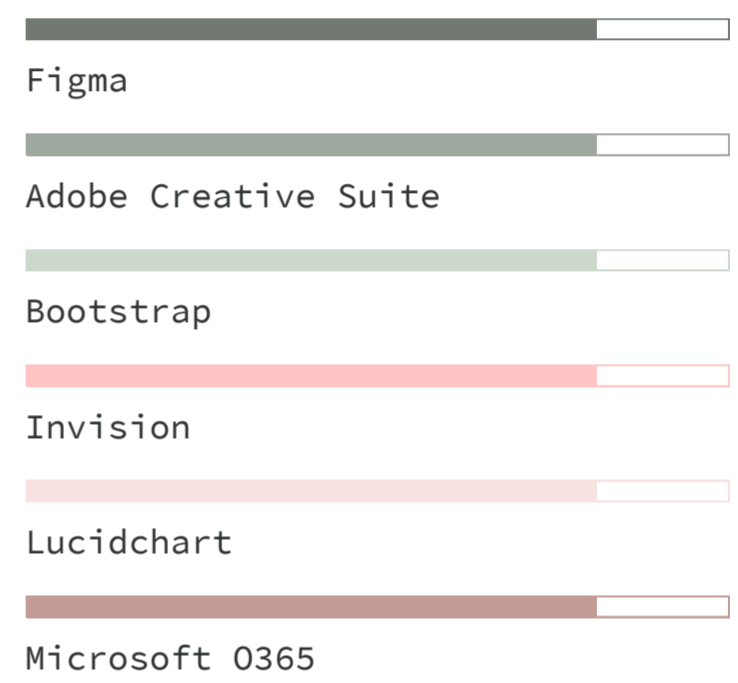
JUNIOR UI DESIGNER - THE TAMPA BAY TIMES, TIMES PUBLISHING CO _____ 2006-12 - 2010-07

JR. GRAPHIC DESIGNER - THE CHARLOTTE SUN, SUN COAST PRESS _____ 2004-05 - 2006-07

Skillset



Software



Education

PM1 CERTIFICATION _____ 2018-01

BACHELORS IN DESIGN AND VISUAL COMMUNICATIONS - IADT _____ 2007-11 - 2012-05

SIX SIGMA _____ 2012-07

Languages

