

Deborah A. Dennis
(510) 501-5947
deb@blackrhinodesign.com
www.linkedin.com/deborahdennis9
portfolio: www.blackrhinodesign.com

A User Experience Designer skilled in creating creative, innovative, design solutions for products, web applications, ecommerce & social networking websites. Technically savvy, with strong story telling, concept development and communication skills to produce compelling user focused experiences.

HIGHLIGHTS:

- With over 14 years of UX/UI design and development for interactive web applications, e-commerce & social networking web sites.
- Skilled in user-centered design, and best practices, creating personas & scenarios
- Produced all phases of U.I. development including user personas, wire frames, workflow diagrams, screen mock-ups, and interactive prototypes.
- Seasoned, collaborative leader skilled in motivating teams to achieve aggressive goals and objectives.
- Excellent management, mentoring and leadership skills for web projects and teams
- Clear, concise communication & problem solving skills with peers and clients

WORK EXPERIENCE:

Sr. User Experience Manager | LikeList | 9.2009 - Current

- Strong concept development and communication with product team working in an Agile environment to produce compelling social networking and user focused experiences.
- Employ user-centered design practices to create our engaging interactive web experiences and strategies.
- Responsible for delivering wireframes, screen flows and prototypes that effectively communicate UX designs for product requirements.
- Collaborative leader managing multiple concurrent projects under tight deadlines.
- Lead for user-testing studies to evaluate usability of workflow and page designs.

User interface & Visual Design, Principal | Black Rhino Design | 1997 – 2009

- User Centered design solutions for web applications, websites and email campaigns for small businesses, non-profits and top Fortune 500 corporations

- Excellent skills in web best practices & usability, navigation flows, information design, conceptual problem-solving skills and color theory
- Strong communication skills with the ability to listen, articulate designs and advocate best practice solutions
- Experienced collaborative leader with interdisciplinary teams under tight deadlines, and managing multiple concurrent projects

Client list includes: Miss Lilly's Trading Company, Meals on Wheels LA, Sunland Systems, Symantec, California Labor Federation, Restore the Delta, Earth Justice, Damron, Engage.com, Buz Interactive, Cal State Univ. East Bay, Bowles, Langley Technology, Inc., IM2, Title9Sports, Nth Power, Fort Point Partners

V.P. of Design & User Experience, Founder | World-Village | 1.2008 - Current
A Complete Web-Hosted Booking & Reservation Management Solution For Vacation Rental Owners & Property Managers.

- Owner, Champion and Evangelist of the World Village user experience.
- Designed and developed a comprehensive UI roadmap including prototypes, wireframes, style guides and high fidelity mockups.
- Develop and iterate new UX designs, leveraging user-centered design methodologies
- Lead usability tests to ensure high level of UX engagement
- Collaborate in the overall product design and requirements process

Lead Visual Design Consultant | Symantec | 6.2007 - 12.2008

- Design Lead for visual systems and elements, new page layouts, typography, photography/imagery, ad promotions, and templates
- Collaborative leader with cross-functional teams to translate strategic and customer experience objectives into design solutions & recommendations.
- Management of ongoing website updates, product updates, new promotions, and theme-based graphics
- Led the development, and implementation of design parameters, style guide documentation and visual standards

Web Content & Marketing Manager | CSU East Bay | 5.2005 – 6.2006

- Publicized the use of CSUEB Web tools for branding, recruitment, and marketing
- Led & managed, the development of web content & standards on all University sites
- Lead Designer in mapping web navigation, template look and feel & user experience
- Created and delivered training sessions for a team of 30 University Web coordinators
- Photographed people & events for custom web content

Design Manager & User Experience Designer | GetThere.com | 6.1999 – 1.2001

- Managed a fast-paced web design team with 5 direct reports chartered with creating and developing innovative, UI centric web sites
- Lead Designer for all consumer travel websites, including United, British Airways, American Express, TWA etc.
- Created new branded interfaces, new features, design specs & working prototypes
- Creative collaboration with product marketing, QA & engineering to define feature/product requirements
- Interacted daily with project managers, sales engineers and clients to collaborate on custom specifications, pricing, and schedules
- Recruited, hired, and mentored an energetic team of design and production personnel

Sr. Web & Graphic Designer | Apple Computer | 1988-1997

- User Interface Design and Visual Design for icons, screens, web and print collateral
- Graphic Designer for first version of the Macintosh Human Interface Guidelines
- Web designer and art director of a 9 person team, for a design intranet web site
- Art directed & illustrated numerous collateral materials

EDUCATION:

Bachelor of Arts | Industrial & Graphic Design
Southern Illinois University

Training in Podcast Creation, Digital Video, Broadband Application & Motion Graphics
Pixel Corps – A Digital Artists Guild

Training in Web Design & Development Applications
San Francisco State University