**Gayle Barton**

Arlington, Texas • 757.572.4053 • [gaylebarton@me.com](mailto:gaylebarton@me.com) • [LinkedIn](https://www.linkedin.com/in/gaylebartondesigner/) • [Portfolio](https://www.gaylebartondesign.com/)

**User Interface | User Experience | Digital Design | Interactive Design | Creative Direction**

**Extensive** understanding of user-centered design with a desire for blending elegant visuals with **intuitive** user experience. **Passionate** about latest trends in interactive experiences across a variety of mediums with a strong desire for **innovation**. **Thrive** in work environments that require strong problem-solving skills and self-direction with an aptitude for team collaboration and client-facing communication. **Skilled** in developing design systems for touch-screen kiosks, user interface for video, desktop, mobile, and tablet-exclusive apps.

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| **Environments / Code :** | Macintosh OS X / 9, Tablet and Mobile Apple / Android, HTML, CSS, and Bootstrap |
| **UI Design Tools:** | Adobe CC (Photoshop, Illustrator, Animate, After Effects, Premiere Pro), Sketch |
| **UX Design/Prototyping techniques and tools:** | User personas, journey mapping, accessibility testing, A/B testing, card-sorting, field studies, gorilla testing, competitive audits, cultural probes, and site mapping, Axure RP, Adobe XD, Sketch, InVision and Zeplin. |
| **Project Management:** | Agile, Scrum, Slack, Trello, GitHub, and Jira |
| **Soft skills:** | Critical thinker, adaptable, professional, team player, collaborative, creative, and innovative |

**Contract / Lead UX Designer**, Sept 2019 to present **Summit Human Capital** – Richmond, Virginia

Working in an Agile project team to create desktop and mobile experiences for a customer portal. Designing product artifacts like personas, empathy maps, customer journey maps, storyboards, wireframes, mock-ups, prototypes and developing a UI design system. Facilitate user testing interviews and communicate ideas gathered from stakeholders into mockups. Conduct design reviews with project stakeholders and gather requirements to turn them into actionable production items.

**Digital Designer**, Apr 2015 to Sept 2019 **Virginia Commonwealth University** – Richmond, Virginia

Produce concept wire-framing, storyboards, interaction flows, and low-to-high fidelity prototype designs for mobile and desktop. Communicate ideas effectively, listen to feedback and correct/direct accordingly, recognize competing inputs and priorities, and collaborate with the development team in Agile environment. Keeping up to date with the current culture of university life, higher education industry trends and UX creative ideas. Researches new trends as they relate to specific university clients and educating team members along the way. Maintained current working knowledge of computer-related skills, software and programs. Build style guides in HTML and CSS. Lead as a design advocate on multiple products and consistently raise the bar on efficiency and quality.

* [Award-winning](https://brandcenter.vcu.edu/): In 2018, served as lead designer in a team that won a Merit Award from the Richmond Chapter of the Public Relations Society of America. Our team was recognized for the redesign of the VCU Brandcenter website
* [VCU.edu:](http://www.vcu.edu) From October-December, 2017, helped ensure more than 300 university websites were ADA, WCAG, Section 508 compliant and passed WCAG AA testing
* [Fundraising Website:](https://campaign.vcu.edu/) In 2016, designed a dynamic website, digital advertisements, and e-mail campaigns with a team that has helped raise more than $700 million in donations

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**Contract / Freelance UI/UX Designer**, 2011 to 2015 **Various Corporate Clients**, Remote, USA

Provided creative direction for established corporate and small/medium sized business clients ensuring that products exceeded client expectations and branding guidelines. Designed engaging graphical user interface elements for television program guides, touchscreens kiosks, responsive websites, mobile, and tablet apps.

* [Time Kick (New York):](https://www.gaylebartondesign.com/case-study-timekick) In 2015, served as the client communications contact for this alarm clock IOS mobile application. In eight weeks, conducted online surveys, user interviews in an A/B testing environment, and designed from concept to launch
* [KSI Data Science (California):](http://www.ksidatasciences.com/) From 2010 to 2015, completed all company UI, UX, and traditional marketing material needed for this start-up video and data management company for aerial drones that helped it to earn multi-million dollar investments
* [Capital One (Virginia):](https://www.capitalone.com/applications/mobile/) From May-August 2013, worked on implementing UX persona profiles to design a universal banking web wallet widget featured in an animated executive presentation

**UI/UX Designer & Art Director,** 2004 to 2010 **EchoStorm Worldwide, LLC** – Suffolk, Virginia

Communicated with other technical professionals, subject matter experts, project stakeholders and executive leadership at this video and data management software and hardware company. The software captured, standardized, processed, fused, and distributed video, images, and data from aerial drones. Participated in the software development cycle in an Agile/Scrum environment and contributed to the ceremonies and processes (daily stand-ups, design reviews, sprint retrospectives, etc.).

* Branding: Helped grow revenue $1-$15 million in six years by producing and supervising the execution of a product and marketing plan for consistent internal and external branding
* Art Direction: Leader in the design and conceptualizing of print, digital and video art direction. Directed the design process by providing creative direction to a Junior Graphic Designer and an Intern for specific projects. Created look and feel for company brands–taking ownership of visual strategy, execution and quality standards
* Award: In 2005, helped the company win the Virginia Center for Innovative Technology's High Tech Emerging Company award
* Entrepreneurial: First designer hired for this startup that grew to more than 120 employees; it was sold in 2010 for $32 million

**2016, Master of Product Innovation**, Accepted / On-hold, Virginia Commonwealth University, Richmond, Virginia

**2015, Nielson-Norman UX Certificate**, 2 classes in to a 5 class certification in UX Design, Washington D.C.

**1993, Bachelor of Fine Art in Visual Communication**, Maryland Institute College of Art, Baltimore, Maryland