TIFFANY WHITENER

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SUMMARY:

Every product has a unique set of users and it's my job to find out what makes them 'tick'. With 25+ years of combined experience working as a designer and editor for major brands, I've been meeting the needs of users for a while and I love it. My rare combination of leadership, UX design, architecture, UI development and content skills offers a unique perspective for discovering what users need and meeting those needs.

UX SKILLS:

- **Design and architecture:** User and task flows, journey maps, blueprints, low- and high-fidelity wireframes, interactive prototypes, interaction design, product design, UX design, UI design, user-centered design (UCD), visual design, responsive design, mobile design, user research/usability testing, UI development
- **Strategy:** UX strategy, content strategy
- **Software:** Figma, Adobe XD, InVision, Sketch, Axure, Balsamiq, Photoshop, Illustrator, InDesign
- **Project Management and Collaboration Tools:** Jira, VersionOne, Rally, Confluence, Mural, Abstract
- **Languages:** HTML5/CSS3, jQuery/Java Script
- **Methodology:** Agile

EXPERIENCE:

User Experience Manager
Home Depot - Atlanta, Georgia | April 2022 – Present

- Support balanced teams in creating user-friendly experiences to assist associates and customers.
- Assist team members with career growth and development.

UX Design Manager
U.S. Bank - Atlanta, Georgia | January 2022 – April 2022

- Interview/hire UX professionals for two teams as a part of expanding vertical at the fifth largest commercial bank
- Lead teams in creating user-friendly products fueled by data-informed design decisions
- Mentor teams that are empowered to improve our customers' lives through design
- Partner with product, research, A11Y and other cross functional teams to improve our products

Senior User Experience Architect
U.S. Bank - Atlanta, Georgia | May 2021 – December 2021

- Lead working sessions for UX team to document current state of application to inform future iterations
- Lead team in creating user-friendly enterprise solutions that meet user and business goals
- Create UX architecture deliverables, such as journey maps/blueprints, task and user flows and low-fi wireframes
- Collaborate with designers, researchers, content strategists, accessibility partners, scrum master, product owner, development and business stakeholders to get all voices heard for each aspect of the experience
- Skills: Journey maps, blueprints, task flows, wireframes, interactive prototypes
- Technical Environment: InVision, Sketch, Mural, Jira, Confluence
- Methodology: Agile

UX Mentor
Springboard | Thinkful | UX at Tiffany's | 2020 - Present

- Mentor students enrolled in design programs on a weekly basis
- Educate and mentor students and professionals in the field via my UX site, uxattiffanys.com and on IG @uxattiffanys

UX Lead | Senior UX Generalist
State Farm - Atlanta, Georgia | October 2017 – May 2021
- Lead team of professionals creating solutions that meet requirements defined in user stories
- Manage 12 UIs across the enterprise
- Gather requirements, set direction for features to enhance user experiences
- Lead UX Designer/Architect creating innovative user experiences for enterprise and customer-facing products
- Collaborate with business analysts, product owners, scrum masters, creative directors, digital experience architects, designers, and developers to meet stakeholder and user needs.
- Give presentations to key stakeholders to get buy-in for solutions to enhance user experience
- Strategize and manage products to ensure consistent and horizontal alignment
- Conduct UX reviews on final product before its released to production
- Assist researchers in usability testing via prototype creation, documenting users' interaction with prototypes
- Lead organic and official usability testing sessions in design phase to get quick user feedback to inform designs
- Leadership: Chair monthly UXA Roundtable for UXAs/UXGs; mentor fellow practitioners on design/architecture; UX lead for various product lines
- Skills: Task flows, low- and high-fidelity wireframes, interactive prototypes, journey maps, blueprints
- Technical Environment: InVision, Sketch, Axure, Photoshop, Mural, VersionOne
- Methodology: Agile

Senior UX Designer
InterContinental Hotels Group (IHG) - Atlanta, Georgia | April 2017 – October 2017
- Created user experiences for enterprise applications via high-fidelity wireframes/interactive prototypes
- Designed responsive applications that solve user and business goals
- Collaborated with project managers, business analysts, designers, developers and product stakeholders
- Gave design presentations to product and development stakeholders
- Conducted UX reviews on final product
- Answered questions for QA and UAT to assist with validation of design patterns and UX guidelines
- Wrote specs for new design patterns
- Skills: Wire-framing, interaction design, prototyping, UI design, user flows, ideation, usability testing
- Technical environment: Axure, Photoshop, CA Agile (Rally), Slack
- Methodology: Agile

User Experience Architect Senior
TSYS - Alpharetta, Georgia | June 2015 – April 2017
- Lead Usability Labs for new implementations
- Started department's first usability lab and led usability sessions for new implementations
- Created desktop and mobile user experiences that solve user and business goals
- Created responsive e-mails for company clients to improve brand loyalty and increase redemptions
- Delivered presentations to client stakeholders on user experiences
- Led company e-mail initiative from creation to execution
- Worked with designers, developers, product owners and project managers to meet clients' needs
- Led sessions with designers and developers to ensure standards across all clients
- Technical environment: HTML/CSS, jQuery/Java Script, Photoshop, Illustrator, Site Manager, Mac environment

Creative Director | Senior UX Designer | Architect | UI Developer
Immanuel Designs, LLC - Atlanta, Georgia | April 2009 – Present

- Create responsive user experiences and branding for nonprofits, small businesses and individuals, via site maps, wireframes, visual design, and front-end development
- Create mobile designs
- Design and develop solutions that solve user and business goals
- Create custom social media backgrounds for variety of clients
- Redesigned a newspaper, including all mastheads, layouts and developing a training manual
- Technical environment: Adobe XD, Sketch, Axure, HTML/CSS, jQuery, Adobe Creative Suite, Mac and Windows environment

Homepage Editor | Digital Content Manager
The Weather Channel - Atlanta, Georgia | July 2012 – June 2015
- Managed team of homepage editors, keeping everyone on same page regarding standards and programming, via training, coaching and leadership
- Led digital content and video teams to record-breaking page views and video views, via strategic story selection, promotion, programming and A/B testing
- Quadrupled CTR for homepage by mastering real-time metrics and audience interest
- Wrote compelling headlines for homepage, via adjusting story selection, teases and images to boost CTR
- Collaborated with content teams to meet traffic trade and sponsorship goals
- Technical environment: Drupal, Percussion, Dice, Photoshop, HTML/CSS, Mac and Windows environment

Interactive Developer
Pure Red Creative: GAPRC Group - Stone Mountain, Georgia | October 2011 – March 2012
- Created user experiences for large company clients such as Safeway, Duane Reade and Dollar Genera
- Solved user and business goals with compelling design solution
- Technical environment: XHTML/CSS, jQuery, Teamsite, SharePoint, Photoshop, Illustrator, Coda, Mac environment

Designer/Developer
Georgia Power: Southern Company - Atlanta, Georgia | December 2010 – October 2011 and March 2012 – June 2012
- Created user experiences for company clients
- Solved user and business goals with compelling design solution
- Technical environment: XHTML/CSS, jQuery, Team site 7.2, Photoshop, Dreamweaver, Windows environment

Developer
Care USA - Atlanta, Georgia | October 2010 – December 2010
- Provided maintenance, design and development for nonprofit organization's web site
- Designed solutions to enhance user experiences and meet business goal of increasing contributions
- Technical environment: XHTML/CSS, jQuery, Teamsite, Photoshop, Illustrator, NotePad, Windows environment

Designer
The Atlanta Journal-Constitution: Cox Communications - Atlanta Georgia | April 2008 – April 2009
- Designed front page and other section fronts for the largest newspaper in the Southeast
- Collaborated with key stakeholders to ensure newspaper presentation meets needs of its target audience
- Technical environment: InDesign, Photoshop, DTI, Windows environment

Experienced Designer
St. Petersburg Times: Times Publishing Company - St. Petersburg, Florida | June 2006 – April 2008
- Designed front page and other sections for the largest newspaper in Florida
- Collaborated with key stakeholders to ensure newspaper presentation meets needs of its target audience
- Technical environment: InDesign, Photoshop, DTI, Windows environment

Page Designer | Assistant News Editor | Copy Editor

The News-Press: Gannett - Fort Myers, Florida | 1994 – 2006
- Designed front page and other section fronts for Gannett newspaper
- Collaborated with key stakeholders to ensure newspaper presentation meets needs of its target audience
- Managed Features publications and supervise dayside staff of copy editors/designers on universal copy desk
- Performed yearly evaluations, coaching/mentoring staff to meet department goals
- Edited stories, write headlines for a variety of sections
- Technical environment: QuarkXPress, QPS, Photoshop, Mac environment

EDUCATION:
- Associate of Arts in Web Design and Interactive Media *(Art Institute of Atlanta, 2010)*
- Bachelor of Science in Journalism and Mass Communications *(University of Kansas, 1994)*
- Bachelor of Arts in English *(University of Kansas, 1994)*