

SCHERRY SWEENEY

UX/UI Director/Designer



PROFILE

I am a conceptual interactive designer providing creative solutions to alleviate user challenges and pain points. I believe in the power of simple and accessible design to create enjoyable user interactions and experiences.



CONTACT ME



512.784.5595



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www.scherrysweeney.com



Austin, Texas 78704



PROFESSIONAL SKILLS

- PERSONAS/RESEARCH
- INFO ARCHITECTURE
- CONTENT STRATEGY
- USER FLOWS
- WIREFRAMES
- UI/VISUAL DESIGN
- PROTOTYPING
- FRONTEND CODING



WORK EXPERIENCE

● Act! LLC / 2021 – PRESENT

Director of UX in Philadelphia: Leading a team of 4 designers and researchers to define and execute on the user experience for a new SaaS CRM platform for small businesses. As a small team supporting three agile development teams, I have been working to develop a design system to provide fewer assets to the development team for quicker turn around.

● COX AUTOMOTIVE / 2020 – 2021

UX Architect in Austin: Working as a key member of a core Agile team, collaborate with product and engineering leaders to design and deliver a streamlined mobile experience of the current enterprise-level sourcing platform for car dealers

- Responsible for the full UX process; product strategy, user research, information architecture, prototyping and visual design with an emphasis on responsive design
- Conducting user interviews with external customers, internal team members and product experts to gain deep product understanding
- Providing education, advocacy and thought leadership for delivering thoughtful, usable, user-centered designs

● GE AVIATION / 2019 – 2020

Senior UX & Interaction Designer in Austin: Worked with GE clients and internal teams applying my knowledge of design thinking and user experience methodologies to help define, design and deliver digital technology products on time and on budget

- Drove research and sketching workshops to quickly understand customer needs, stakeholder desires and technology constraints to produce low-fidelity prototypes
- Refined prototypes based on customer validation and usability testing, ultimately delivering high-fidelity prototypes for stakeholders and product specs for engineering
- Performed heuristic evaluations of existing products for UI issues and finding places for product improvements
- Worked with product management and product owners to develop multi-generational product plans

● BOUNTYJOBS / 2010 – 2019

Senior UX/UI Designer in Austin: Worked collaboratively with cross-functional teams to translate business goals into meaningful interactive experiences—from early-stage research and ideation through visual/UI design, implementation and iteration

- Created user-centered designs using market analysis, customer feedback, technical constraints/opportunities and usability findings
- Designed the UI architecture, interface and interaction flows for web-based applications for multiple user bases
- Worked with product and business stakeholders to develop user personas, user scenarios and high-level requirements
- Quickly yet thoroughly created process flows, wireframes and visual design mockups as needed to effectively conceptualize and communicate detailed interaction behaviors

UX/UI Designer and Engineer in Austin: In addition to UX activities, designed and developed UI elements and features with HTML5, CSS3/LESS, JavaScript/jQuery utilizing the Twitter Bootstrap framework

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TOOLS

- ADOBE CREATIVE SUITE 
- SKETCH/FIGMA 
- INVISION/AXURE 
- MOCKFLOW/BALSAMIQ 
- BOOTSTRAP 3 & 4 
- WEB ANALYTICS 
- JIRA 



LEADERSHIP

Design Technical Expert & Mentor

Thinkful | UX Curriculum | (2019 – 2021)

As a mentor for students taking an online UX/UI course, I taught, supported and challenged students to learn design-thinking methodologies and UX processes. It was a very rewarding and educational experience and I delight in following my students as they advance in their UX careers.



WORK EXPERIENCE CONTINUED

- Translated complex workflows and processes (that I developed) into simple and intuitive online experiences
 - Spearheaded overhaul of both employer and recruiter applications with collaboration improvements that drove a 30%+ increase in candidate submissions, interviews and fills
 - Developed HTML/CSS design system for myself and developers to utilize for expediency, consistency and brand adherence
 - Delivered assets, user flows, prototype and UI specifications, as well as coded and performed user acceptance testing against user stories in an agile environment
- **BLUECOAT** / 2009 – 2010
Webmaster in Austin/Sunnyvale: Owned content and design for bluecoat.com and company intranet, including content strategy, information architecture, design direction, SEO, front-end coding and performance metrics. Created search engine optimization content strategy and optimized all bluecoat.com pages to increase organic search result traffic month-over-month by 5%. Managed contract developers and designers to develop online assets for campaign microsites and other marketing activities
 - **SOLARWINDS** / 2007 – 2008
Webmaster in Austin: Owned 5 web properties—solarwinds.com, thwack.com (support community), ipMonitor.com, neon.com and the company intranet. Drove content strategy, information architecture, design direction, SEO optimization and front-end coding, ensuring cross-platform and cross-browser compatibility. Monitored performance metrics and managed small team of contract designers and developers
 - **ALTERPOINT** / 2003 – 2007
Marketing Web Manager in Austin: Owned architecture, content strategy, visual design, SEO, front-end coding, reporting and performance analysis of alterpoint.com. Additionally, handled lead generation campaigns and online advertising
 - **IBM/TIVOLI** / 1998 – 2003 (4 YEARS)
Lead Web Developer and Web Producer in Austin: Designed and wrote requirements for an internally developed content management system to help migrate of all tivoli.com's content to the appropriate architectural placement on ibm.com. Additionally, architected and designed pages with adherence to IBM brand guidelines for migrated content. Represented Tivoli's worldwide partner organization on web properties, spearheading design, content and front-end development. Collaborated with IT to architect, design and build a partner portal



EDUCATION

- **CERTIFICATION** / AUG 2010
Women's Unlimited: TEAM Training (Transforming Emerging and Aspiring Managers)
- **BACHELOR'S DEGREE** / MAY 1994
University of Kansas: Majored in Journalism with a minor in English, setting me up for a full, if not annoying, life with the grammar police