**Susan Swaim**

User Experience Designer, Information Architect, Visual Designer

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Professional Summary

As a user experience designer with a seventeen year track record, I have been involved in all aspects of the digital design and development process. I lead design teams to the finish line of a product's launch and subsequent releases providing key deliverables and support.

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PROFESSIONAL SKILLS

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| **UXDesign****and****Information****Architecture** | Design enterprise level user centric web sites and applicationsDesign extensive mobile and desktop interface navigational models to align with defined end user experience and business requirementsCollaborate with business product managers and usability experts to create testing models and evaluate testing results to improve products based on user feedbackDesign complex data visualization models with attention to micro interactionsProvide support and deliverables to development teams; wireframes and mockups as well as detailed annotations and flows Define taxonomies and establish informational hierarchies, logical groupings, and interrelatedness of content |
| **Team****Leadership**  | Organize team meetings and set team objectives for staying on track with project deadlinesManage third party contractorsMeet and communicate with clients from kick-off meeting through completion and deployment of digital projectsExperienced participant - Agile planning, scrums, sprints and demos*Susan Swaim resume, pg.2* |
| **Visual** **Design**  | Set visual design standards and oversee documentation of styles in pattern libraries and style guidesProvide conceptual design for websites and applications: production cuts, design comps, emails, mockups, redlinesHigh level proficiency with Adobe Creative Suite and Axure |

CAREER HIGHLIGHTS

Sr. User Experience Designer, Airline Solutions, Sabre –*2015 to present*

*Southlake, Texas*

Full-time employee. Lead the efforts of the UX design team for a Tier 1 B2B product within the Airline Solutions division. This includes planning and scheduling of UX tasks, implementing company wide UX initiatives (Sabre's enterprise design language), establishing best practices, and overseeing deliverables as needed by product owners, developers and business partners. Deliverables include wireframe workflows, high fidelity comps, style guide documentation, usability test prototypes and complex data visualizations. This role requires a high level of collaboration with other designers, business and development teams. The Revenue Optimizer team was awarded the Sabre Team Excellence Prize in Dec 2016.

Sr. User Experience Designer, MedAssets –*2014 to 2015*

*Plano, Texas*

Contract employee. UX Design of a B2B analytic software for the healthcare industry (SAAS). Responsible for representing the needs of the end customer while working with product managers, business analysts, and developers. Provided user centric design solutions, user flows, site navigation, wireframes, graphics and implemented newly defined branding and style guidelines in high fidelity Axure prototypes.

Sr. Information Architect, JCPenney–*2014 –2014*

*Plano, Texas*

Contract employee in the Customer Experience Department. Responsible for interpreting business and UI requirements with stakeholders to achieve the best ecommerce user experience design possible. Other responsibilities included creating navigation, organizing information and content, and designing user interactions and flows. Created high fidelity Axure prototypes for web: desktop, mobile, and tablet. Provided UX direction for JCPenney third party site projects (style guidelines, taxonomy recommendations, optimized navigational structure) such that syndicate partner sites were integrated seamlessly with the JCPenney website. Collaborated with a broad range of team members: strategists, product managers, IT developers and managers, SEO specialists, visual designers, and business analysts.

UX Architect, PFSweb.com –*2013 to 2014*

*Allen, Texas*

Contract employee. Hired short term to work with the PFS Interactive Marketing Services team as a

user experience architect for the ecommerce portion of the website,[*www.usmint.gov*](http://www.usmint.gov) . Deliverables

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included a comprehensive UX wireframe document outlining the entire ecommerce experience of the site for both mobile and desktop. Other responsibilities included the creation of taxonomy and architecture, product categorization and filtering.

Sr. Web Designer, IgoUgo.com (Travelocity) –*2012 to 2013*

*Southlake, Texas*

Contract employee. Led weekly design reviews for the Igougo.com team with the objective of defining and resolving outstanding UX, IA, and visual design issues. Responsible for working with a third party to

redesign the existing website and with in-house developers to integrate CSS and html into .NET pages. Provided rapid prototyping and schemas as solutions to user experience concerns. Regularly contributed front end development and design for [*www.igougo.com*](http://www.igougo.com) meeting regular release schedule deadlines.

Web Content Manager, Archipelago Learning (Edmentum) –*2010 to 2012*

*Dallas, Texas*

Full-time employee. Team lead in design and management of marketing websites for Archipelago

Learning, an Edmentum company: Study Island, EducationCity, ESL ReadingSmart, ReadingMate, and Northstar Learning. Provided information architecture and user experience design skills, prototyping, project management, and front end development. Responsible for content revisions and post-launch maintenance of Ektron and Drupal marketing sites*.* [*www.studyisland.com*](http://www.studyisland.com) *,* [*www.eslreadingsmart.com*](http://www.eslreadingsmart.com)*,* [*www.readingmate.com*](http://www.readingmate.com)*,* [*www.educationcity.com*](http://www.educationcity.com). Awarded the Rookie of the Year Award, 2011.

Web Content Manager, Kalkomey Inc – *2007 to 2010*

*Dallas, Texas*

Full-time employee. UX team member responsible for content maintenance and management of over 150 domains providing online safety certification for recreational sports: [*www.boat-ed.com*](file:///C%3A%5CUsers%5Csuzi%5CDesktop%5C2012%20job%20search%5Cwww.boat-ed.com)*,* [*www.hunter-ed.com*](file:///C%3A%5CUsers%5Csuzi%5CDesktop%5C2012%20job%20search%5Cwww.hunter-ed.com)*,* [*www.bowhunter-ed.com*](file:///C%3A%5CUsers%5Csuzi%5CDesktop%5C2012%20job%20search%5Cwww.bowhunter-ed.com)*,* [*www.offroad-ed.com*](file:///C%3A%5CUsers%5Csuzi%5CDesktop%5C2012%20job%20search%5Cwww.offroad-ed.com)*,* and [*www.snowmobile-ed.com*](file:///C%3A%5CUsers%5Csuzi%5CDesktop%5Cresume%5Cwww.snowmobile-ed.com). Development of CSS model for managed data driven online courses.

Multimedia Designer, IMC2.com –*2007*

*Dallas, Texas*

Contract employee. Designed Flash banners, emails, and conceptual prototypes for various Proctor and Gamble accounts such as Max Factor, Olay, Old Spice, Always.

Web Consultant, Dallas Independent School District – *2003 to 2005*

*Dallas, Texas*

Consultant. Managed a small team that developed and designed eight district websites which launched between the Fall of 2003 and the Spring of 2005. Provided training and authored an instruction manual to assist administrators and staff in managing site content.

EDUCATION

**Master of Fine Arts**, Texas Woman's University, Denton, Texas

**Bachelor of Science**, Texas Christian University, Fort Worth, Texas