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CURRENT ROLE

ZVN DEV - Lead Designer / Project Management

January 2024 - PRESENT (<https://zvndev.com> | <https://zvndev.com/about-us>)

UX Research & Discovery

- Conduct user interviews, surveys, and usability tests to understand user needs, pain points, and behavior patterns.
- Analyze qualitative and quantitative insights to inform design decisions and measure impact.
- Perform UX audits and heuristic evaluations to identify quick-win improvements and long-term opportunities.

UX/UI Design

- Create personas, workflows, wireframes, prototypes, and high-fidelity UI designs using Figma.
- Translate complex requirements into clear, intuitive user flows and interaction patterns.
- Ensure consistency with branding and design systems; prioritize accessibility and inclusive design principles.

Project Management

- Create personas, workflows, wireframes, prototypes, and high-fidelity UI designs using Figma.
- Translate design deliverables into clear, actionable development tasks in Linear, ensuring alignment between UX intent and engineering execution.
- Ensure consistency with branding and design systems; prioritize accessibility and inclusive design principles.

PAST EXPERIENCE

Lusco Outdoors - Lead Designer / Project Management

February 2023 - December 2023 (Huntbookr iOS Application)

- Led the end-to-end product design and development process from concept to App Store release.
- Developed user flows, UI screens, and interactive prototypes to support an intuitive multi-step booking experience.
- Conducted user research and usability testing, synthesizing findings into actionable design improvements.
- Collaborated with developers and QA to ensure accurate implementation and maintain high-quality UI.
- Facilitated Agile ceremonies (sprint planning, reviews, retrospectives) and used GitHub Projects for workflow management.
- Delivered a cohesive, accessible, and user-friendly mobile interface aligned with user feedback and product goals.

GIS Analyst - Project Leader / Contractor

July 2011 - April 2022 (Huntbookr iOS Application)

- Managed multi-stakeholder mapping and land management projects for clients, including Beta Land Services, Freeport-McMoRan, Chesapeake Energy, and Carrizo Oil & Gas.
- Conducted data analysis, technical research, and workflow mapping for complex spatial and regulatory processes.
- Collaborated directly with clients, translating requirements into clear, accurate mapping deliverables.
- Worked across tools such as AutoCAD Map 3D, ArcGIS, Photoshop, and various web mapping platforms.
- Handled IT support, software maintenance, project documentation, and remote coordination across teams.

EDUCATION

Operation Spark, New Orleans, Louisiana - Advanced Software Engineering Immersive Program

August 20202 - January 2023

IBC Fundamentals of JavaScript, Functional Programming, and Web Development Level 3