

Colleen STAFFORD

— User Experience/Product Design —

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Professional Experience

Lead UX Designer - UKG (Ultimate Software)

December 2017 - Present

Lead designer on the Platform Team working on new experiences for users of Identity (AuthN/AuthZ), Workflow, Notification and Document Management/ Esignature products.

Partnering with product owners, stakeholders and engineering to determine needs and goals for projects while leading the design direction and producing the required deliverables to help move the team forward including wireframes, flows, personas, user journey maps, interactive prototypes, etc.

Leading design activities (e.g. story mapping, design sprints) to solve complex problems. Conducting preliminary research to understand user needs, mental models and pain points. Running usability testing sessions to ensure we are building the right thing.

UX Designer - Kerridge Commercial Systems

September 2014 - December 2017

Led the UX efforts and the day-to-day user experience engagement activities with a focus on delivering market-differentiating, user-centered, highly interactive, SaaS applications that match or exceed customer expectations.

Interpreted customer needs, present design concepts, and effectively communicate with stakeholders, product owners, and business analysts on a variety of user experience issues that support both the business and strong user requirements.

Worked closely with users to translate findings from usability requirements, focus groups, surveys, and so on into positive user experiences.

Created meaningful UX deliverables such as storyboards, sitemaps, wireframes, flows, interactive prototypes, and presentations that help the team understand what to build.

Developed visual style for the applications including layout, color, typography and iconography, with an eye for simple, sleek, usable designs.

Senior Web Designer - News & Observer Publishing Company

April 2006 - September 2014

Responsible for the design and front-end development of multiple large-scale responsive websites from conception to launch. Designed logos, email campaigns and online advertisements.

Involved in leadership activities including interviewing, mentoring and onboarding new hires.

Graphic Designer - YMCA of the Triangle Area

July 2004 - April 2016

Designed projects in print, including logos, newsletters, newspaper and magazine ads, posters, and brochures. Responsible for maintaining multiple websites, including designing, coding and writing content.



Education

Bachelor of Science: Interactive Media

Harding University - Searcy, AR

May 2004

Graduated Summa Cum Laude



Capabilities

Professional Skills

Research

Focus Groups, Interviews, Survey

Design

Information Architecture, Persona, Story Mapping, Storyboarding, Wireframing, Rapid Prototyping, Mobile Application, Responsive

Test

Moderated Usability Testing

Preferred Tools

Prototype

Axure, Figma, Sketch, InVision, Mural, LucidChart

Adobe

Photoshop, Illustrator

Web Development

HTML5, CSS3

Personal Skills

Creativity

Organization

Communication

Dependability

Problem-solver

Self-driven

User advocate



Conferences and Training

Interaction Design Foundation

'User Research - Methods and Best Practices'

Distinction: Top 10% in class

May 2021

An Event Apart Spring Summit - Virtual

July 2021

Leading Design Conference - New York City, NY

June 2019

UXPA International Conference - Rio Mar, PR

June 2018

User Interface 21 Conference - Boston, MA

October 2016