

# DORIT RICHARDSON

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## *UI / UX Designer / UI Developer*

Versatile and accomplished UX Designer and UI Developer, specializing in transforming requirements into intuitive and highly usable applications. Passionate about Web technologies and love creating web applications that users enjoy using.

- Expertise in analyzing business requirements and translating into elegant User Experience designs that solve complex problems and meet user and business needs.
- Excellent track record of consistently delivering elegant technology solutions that meet time, budget, and business requirements.

### CURRENT SKILLS SUMMARY

**Design experience:** UI/UX Design, Interaction Design, Web design, Responsive Web design, Mobile apps Design, Prototypes, Wireframes, Flowcharts, User-Centered Design, User Flows.

**Tools:** Sketch, Zeplin, Axure RP, Balsamiq, InVision, Photoshop

**Development experience:** HTML5, CSS3, Javascript, Java/J2EE, Wordpress CMS, MVC Architecture

**Recent training:** jQuery, MEAN stack (AngularJS, Node.js, Express, MongoDB), React.js, AJAX, JSON, Single Page Applications (SPA's), REST API, Bootstrap, Git/GitHub, Bower, NPM

### PROFESSIONAL EXPERIENCE

**Web Designer, UI/UX Designer – Consulting, San Francisco, CA** .....2014 – 2017

- Created and maintained websites for a variety of freelancing projects using Wordpress CMS, HTML, CSS, jQuery UI.
- Provided UI/UX and Web Design solutions for a variety of websites and applications. **Major projects:**
  - PayPal:** Provide UX Interaction design solutions for the Merchant Servicing UED team. Projects include User Feedback competitive analysis and Marketplace partners Delayed Disbursements.
  - Bill.com:** Executed UX Interaction design strategies for a leading digital business payments company, specializing in Accounting solutions for mid-size businesses and financial professionals. Created wireframes, user flows, and interactive prototypes using Axure RP and other design tools.
- Produced UI/UX design solutions for major initiatives including: Onboarding and expanding the Bill.com's network; enhancing security process flow for new bank product; redesigning a solution for helping users resolve sync conflicts in order to reduce the need to contact Customer Support.
- Cisco Systems:** Performed Usability Evaluation of Cisco's B2B eCommerce application for partners by defining major use cases and task flows, and evaluating them against major usability criteria.
- Performed detailed analysis of the application as well as competitive analysis of similar eCommerce applications. Evaluated how well the application meets industry standard best practices as an eCommerce application.

- Created presentation documents of usability issues and recommendations for improvements.

**Symantec Corp.:** . Created UI/UX designs, user flows and interaction design solutions for the Trust Services SSL Certificate line of products using Axure RP.

- Created user flows for purchasing SSL Certificates and eCommerce products.
- Analyzed competitors' products and redesigned product features to simplify product offerings and streamline sales funnel.

#### **Web Analytics Technical Analyst - Cisco Systems, San Jose, CA .....2013 - 2014**

Implemented Web Metrics and Analytics tracking for Marketing websites and eCommerce applications to optimize performance and engagement. Campaigns included Cisco.com's Midsize Business, Responsive Home Page, eCommerce Build & Price, Cross Sell mobile app, and more.

- Provided developers with SiteCatalyst analytics tagging code using HTML/CSS/Javascript.
- Initiated a new solution to optimize and minimize custom tagging efforts for Analytics team and Web Content Developers by injecting analytics tags directly into the development frameworks.

#### **Owner, Designer, UI Developer – Your Biz on Mobile, San Francisco, CA .....2012 - 2013**

Start-up that specialized in creating web and mobile websites for local businesses to improve customer base and profitability. Technology utilized: HTML, CSS, Javascript, jQuery and Wordpress.

- Designed, prototyped, developed and implemented mobile-friendly websites with device detection and re-direction functionality to detect mobile users (pre-responsive technology).

#### **Software Engineer III - Walmart Global eCommerce, San Bruno, CA .....2005 - 2011**

As a member of the Engineering Web Checkout team, executed requirements analysis, development, testing, and implementation of the world's largest retailer's web application. Areas of responsibility included Shopping Cart, Checkout process, My Account, and Item Page components of Walmart.com's eCommerce website. Utilized HTML, CSS, JavaScript, Java, J2EE (JSP, Servlets, JDBC), Struts framework, Apache Tomcat, Oracle, SQL.

- Developed and implemented over 50 complex features and functionality enhancements for the Checkout system, including Cart page updates, Shipping, Billing, Gift Cards, Gift Registry, Item Color/Size/Quantity, Order Dashboard, SMS Alerts, Returns, Preferences, and more.
- Successfully delivered timely, high quality, elegant software solutions to support business initiatives, with heavy concentration on UI and presentation layer components.

## **EDUCATION & CERTIFICATION**

- UX Design Certification with Mobile Design Specialty - Nielsen Norman Group (NN/g)
- Web and Interactive Media Design - University of California, Santa Cruz
- Web Framework Using JavaScript: The MEAN Stack - University of California, Santa Cruz
- Internet Programming and Development Certificate - University of California, Santa Cruz
- Computer Programming & Operations Certificate - Control Data Institute, Los Angeles, CA