# Jesse Hooper

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A User Experience professional with a passion for delivering compelling and intuitive solutions through user-centered design. Over 10 years of experience, including research, strategy, visual-design and engineering, with 6 years specialized in UX and IxD. Bringing 'ease-of-use' solutions to and tripling revenues at Macy's flagship Herald Square shoe department:

> *"Macy's invested heavily in its iconic Herald Square store in New York City. Sales associates equipped with mobile devices will be able to summon [an inventory of 280,000] shoes from the back room without ever leaving the customer. Macy's digital fusion has been great for its financial performance. Total sales have grown by $4.4 billion (19%) over the past four yvears..."*
> —Darrell Rigby, Harvard Business Review

Other past clients include: AT&T, Cingular Wirelesss, Coca-Cola, Intercontinental Hotel Group, Lucent Technology and Verizon Wireless.

## SKILLS

**EXPERTISE**
User Experience Architecture, Visual Design and Engineering, Information Architecture, Branding, Concept Modeling, Content Strategy, Prototyping, Ecommerce, Gaming and Social Network Design

**DELIVERABLES**
Wireframes, Workflows, Storyboards, Heuristic Evaluation, Personas Targeting, Market Research and Analysis, Use Cases, American Disability Act Compliance, Requirement Specifications, Functional Specifications and Design Specifications documents.

**APPLICATIONS**
iRise, Axure, MS Visio, Adobe Create Cloud (Dreamweaver, InDesign, InVision, Illustrator, Photoshop, Fireworks, Edge Animate, Edge Reflow, Audition and Scout), Sketch, Eclipse and MS Studio.

**LANGUAGES**
HTML5, CSS 3, JavaScript, JQuery, AngularJS, Bootstrap, AJAX and OOD.

## EXPERIENCE

**UX SPECIALIST**
October 2015 — Present

**AWD Consulting, Inc. - Alpharetta, GA**

- Led UX effort for Warehouse Industry client, Fortna, creating solutions to integrate existing Warehouse Management System (WMS) to an Enterprise System (WES) for mobile and desktop apps. This included client site visitations, user research ('pre and post' heuristic evaluations, online user-surveys, card sorting, usability validation)
- Served as UX Designer Consultant to facilitate clients, LeonardDelano Ent, Online Media Interactive, Safe2Meet, Hexaware and LovelQ Smart
- Meet with client to gather requirements and determine client solutions
- Design prototypes for LeonardDelano Ent. and LovelQ (clients) to facilitate User-Centric processes
- Lead the UX Process for teams of UX Visual Designers and Engineers for clients: Online Media Interactive, Safe2Meet and LovelQ
- Conceptualize layouts that are intuitive, and aesthetically pleasing
- Author Design and Design Specifications using Sketch for IMS Health
- Survey (remotely and directly) typical users to create Personas and Journey Maps
- Served as UX Designer Consultant to facilitate Product Managers, Stakeholders and End-Users with wire-framing and Prototypes using Axure
- Traveled to client sites to gather requirements and pitch client solutions
- Designed prototype for FreddieMac (client) to facilitate User-Centric processes for Realtime Monitoring of the Housing Market Trading industry
- Implement UX Research Labs for Human-Computer Interaction (HCI)

### UX ARCHITECT
October 2014 — October 2015

**LexisNexis - Alpharetta, GA**

- Collaborate with Stakeholders, Business Analysts, Product Managers to assist with writing Functional Requirements Documents, Serve as advocate for actual 'Users', implementing HCI and 'User-Centric' best practices, Author User Requirements Document, including establishing Personas, User Stories and Use Cases, Create Work-Flows, Wire Frames and Functional Prototypes, Author Design Style Guides, establishing user-centric layout and adherence to Corporate Branding for UX-Designers and UX-Engineers, Assist UX-Designers and UX-Engineers in the implementation of both Design and Front-End Engineering Designed prototype for FreddieMac (client) to facilitate User-Centric processes for Realtime Monitoring of the Housing Market Trading industry.

### UX ARCHITECT/VISUAL DESIGNER
December 2013 — October 2014

**Enspire Commerce - Cary, IN (Remote)**

- Served as UX Architect to facilitate Product Managers, Stakeholders and other key players with wire-framing and work flows using Axure
- Traveled to client sites to gather requirements and pitch client solutions
- Designed prototype for Walmart (client) to facilitate User-Centric processes for handling internal and external shipping returns, yielding a $350k contract
- Collaborated teams of UX Developers, Software Engineers
- Conceptualize layouts that are intuitive, and aesthetically pleasing (available upon request)
- Authored and updated Design Specification, Requirement and Functional Documents
- Performed Heuristics analysis and created Use Case studies for Focus Groups and Live Targeted Audiences
- Hand-coded interfaces using HTML5, JQuery, JSON, and Javascript while integrating Bootstrap, AngularJS and custom APIs in an MVC framework
- Used GitHub and SourceTree for version control
- Participated in daily SCRUM meetings on a loosely-based Agile process

### UX ARCHITECT
March 2012 — October 2013

**InComm - Atlanta, GA**

- Served as UX Architect to facilitate Product Managers, Stakeholders and other key players with wire-framing and work flows using Axure
- Coordinated with agencies, partners and clients to facilitate User-Centered Design processes for innovative and engaging digital experiences for product marketing of Gift Cards
- Interviewed candidates and talent for business needs.
- Managed and supervised teams of UX Developers, Software Engineers and Creative Designers
- Conceptualize layouts that are intuitive, and aesthetically pleasing
- Integrated PayPal Gift Card Website (https://www.paypal-cash.com)
- Created and managed Master Data Management application for company's internal data gathering and usage
- Created Mock-ups of layouts
- Authored and updated Design Specification, Requirement and Functional Documents
- Performed Heuristics analysis and created Use Case studies for Focus Groups and Live Targeted Audiences

### SR. UX CONSULTANT/VISUAL DESIGNER
December 2011 — March 2012

**Macys - Alpharetta, GA**

- Served as UX Designer to facilitate Product Managers and other key players with wire-framing and work flows
- Lead teams of UX Developers, Software Engineers and Creative Designers
- Conceptualize layouts that are intuitive, and aesthetically pleasing
- Design layouts for iOS and Macy's 3190 Handheld Devices
- Design layouts for iPod and Google mobile devices (Gingerbread)

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### SR. UX CONSULTANT/VISUAL DESIGNER
**(Macys. continued)**

- Create Mock-ups of layouts
- Author and update Design Specification documents for Development, QA and Product Management teams

### INFORMATION ARCHITECT/DEVELOPER
March 2011 — December 2011

Verizon Wireless - Alpharetta, GA

- Manipulate DOM using JavaScript and JQuery
- Experience designing for A/B, multivariate and/or behavioral targeting tests
- Create marketing campaigns for www.verizonwireless.com using HTML, CSS, JavaScript and JQuery
- Design graphics using Adobe Illustrator, Adobe Photoshop and Adobe Fireworks
- Debug and 'pretest' website pages using Firebug, Microsoft Web Developer Tool and Chrome Developer Tool
- Create, modify and execute workflows created in Microsoft Visio
- Prepare reports that compare marketing campaigns for product sales

### INFORMATION ARCHITECT/FRONT-END ENGINEER/VISUAL DESIGNER
March 2010 — March 2011

Internap - Atlanta, GA

- Author requirements specification documents
- Author design specification documents
- Create wireframes for software and web applications
- Create prototypes using HTML
- Develop user interfaces using 'Ruby on Rails' and Flash Builder 4 (with Flex Builder)
- Create graphics for interface using Photoshop, Illustrator and Fireworks
- Create CSS libraries for software and web applications
- Create custom Javascript API for software and web applications
- Use JQuery for rapid interface development
- Interview candidates for job requests

### WEB DEVELOPER/DESIGNER
October 2009 — Present

Cantamos, Inc. (Freelance) - Atlanta, GA

### GUI DESIGNER/ENGINEER
April 2007 — October 2009

AT&T Mobility - Alhparetta, GA

## EDUCATION

### CERTIFICATE
2017

Automation Anywhere - San Jose, CA

- Certified Professional RPA Instructor

### CERTIFICATE
1999

Georgia Tech - Atlanta, GA

- Professional Web Design

### BACHELOR OF ARTS
(Pending)

Lousiana State University - Baton Rouge, LA

- Music, Piano Performance
- Music, Voice Education
- Tourgee DeBoise National Piano Competition - 1st Place Winner
- Gladys Perry Norris National Piano Competition - 1st Place Winner