



ANGELIA BAXTER

CERTIFIED USABILITY ANALYST
UX DESIGN CONSULTANT

PROFILE

A UX Designer with 20+ years experience translating complex business requirements into simplified, user friendly solutions. A self-starter and effective collaborator with a proven track record of jumping into projects at various stages, quickly ramping up to speed and immediately adding value.

CONTACT

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www.thekreativstudio.com

CAREER HIGHLIGHTS

DESIGN LEADERSHIP / NEGOTIATION / COLLABORATION

- Managed a multi-site 7 member design and architect team during suite collaboration efforts resulting in a unified, rebranded software suite
- Led design partnership efforts of Commerce One in conjunction with SAP (Waldorf, Germany) that successfully merged two flagship products into a unique offering
- Led multi-site (U.S. & Canada) 8 member design team during standards creation, consolidation and implementation efforts
- Developed, marketed and managed a Pilot Digital Inclusion program resulting in program adoption
- Standardized and created guidelines/templates for 6 software offerings, including the creation of reusable widgets and custom icon libraries.
- Redesigned and updated UI's for 2 applications that resulted in being acquired by larger corporations.
- Spearheaded the standardization efforts of several applications
- Negotiated with development to convert an application suite to consolidated stylesheets and standardized localization strings.
- Instructed and mentored 30 Junior UX Designers during a 10-week UX Design Immersive

PROFESSIONAL EXPERIENCE

PRINCIPAL UI/UX DESIGNER, CREATIVE DIRECTOR SEP 2008 - PRESENT
THE KREATIV STUDIO, INC., ANTIOCH, CA

 2015 BEST OF BRENTWOOD, COMPUTER SOFTWARE CATEGORY

- Provide consulting services to enterprise level and small business clients
- Redesign, document, create, and test various client UI's and artifacts
- Create standards, guidelines and icon libraries
- Improve usability of client applications (web, native and mobile)
- Manage projects and personnel as necessary

Roles and responsibilities listed by client/project

UX/UI DESIGNER **SEP 2014 - OCT 2014, APR 2016 - AUG 2016**
SWIRL, SAN FRANCISCO, CA
RESPONSIVE DESIGN (MOBILE/WEB), WIREFRAMES, VISUAL DESIGN

UX/UI DESIGNER **SEP 2011 - MAR 2013**
SILK ROAD TECHNOLOGY, SAN FRANCISCO, CA
ENTERPRISE WEB APPLICATION DESIGN | ICON DESIGN | STANDARDS

USER TEST RECORDER **SEP 2011**
MEDALLURGY LLC,, SAN MATEO, CA
LAB OBSERVATION | DATA RECORDING | DATA VERIFICATION

PROGRAM COORDINATOR/SITE MANAGER **SEP 2010- SEP 2011**
CONTRA COSTA COUNTY, MARTINEZ, CA
TRAINING | COORDINATION | MANAGEMENT | MARKETING

COMPUTER TECHNOLOGY INSTRUCTOR **AUG 2008 - JUN 2009**
TRINITY CHRISTIAN SCHOOL, OAKLEY, CA
TRAINING & EDUCATION

UI CONSULTANT **OCT 2008- NOV 2008**
TIBURON, PLEASANTON, CA
DESKTOP APPLICATION DESIGN (PATROL CARS) | ICON DESIGN

UI DESIGNER/ANALYST **SEP 2008 - OCT 2008**
AM+A (AARON MARCUS & ASSOCIATES), BERKELEY, CA
DESKTOP APPLICATION PLUGIN DESIGN | ICON DESIGN

SKILLS

PROFESSIONAL

UI/UX DESIGN
SPECIFICATIONS & DOCUMENTATION
STANDARDS CREATION
REQUIREMENTS GATHERING
USER TESTING & RESEARCH
FEASIBILITY STUDIES
GRAPHICS & COLLATERAL DESIGN
WIREFRAMING & PROTOTYPING
FEATURE CREATION & MODIFICATION
ICON DESIGN & SELECTION
CROSS-TEAM COLLABORATION
USER ADVOCACY

TECHNICAL

ADOBE CS SUITE
OMNIGRAFFLE / AXURE / SKETCH
IWORK (PAGES/KEYNOTE/NUMBERS)
MS OFFICE (WORD/PPT/EXCEL)
HTML / CSS / JAVASCRIPT
JSP / ASP / JSF / PHP / SQL
Joomla / WORDPRESS
WIX / WEEBLY
USER TESTING / USER ZOOM
CANVA
JUSTINMIND / ADOBE XD / INVISON

INTERPERSONAL

CREATIVE THINKER
LEADER
PROBLEM SOLVER
EFFECTIVE COMMUNICATOR
COLLABORATOR
MULTI-TASKER
WORKS WELL UNDER PRESSURE
SELF STARTER
TEAM PLAYER

PROFESSIONAL EXPERIENCE (CONT'D)

TRAINER, USER EXPERIENCE DESIGN & TESTING MAY 2016
IMPARTURE, SAN FRANCISCO, CA

- Trained professionals during a workshop focused on User Experience Design and Testing methodologies. Exposed delegates to language, methods, tools and best practices.

INSTRUCTOR, USER EXPERIENCE DESIGN NOV 2015 - FEB 2016
GENERAL ASSEMBLY, SAN FRANCISCO, CA

- Instructed and mentored 30 professionals during a 10-week, Full Time Career Accelerator program focused on the User Experience Design Process
- Delivered training on User Research, Interaction & Interface Design, Prototyping & Testing, and Working with Teams & Clients.

UI/UX DESIGNER (FREELANCE) MAR 2007 - AUG 2007
BRIDGESTREAM, SAN FRANCISCO, CA (ACQUIRED BY ORACLE)

ENTERPRISE WEB APPLICATION DESIGN | ICON DESIGN

- Redesigned RBS Role Management software admin and user screens
- Created all assets and updated the look and feel aiding in buyout by Oracle

SENIOR USER INTERFACE ENGINEER 2006
EMC INSIGNIA, WALNUT CREEK (ACQUIRED BY VMWARE)

DESKTOP SOFTWARE DESIGN | ICON DESIGN & DOCUMENTATION

- Designed, presented and documented user interface designs for backup and recovery software Retrospect 6.0 and Express HD
- Collaborated with Engineering, Project Management/Marketing and QA to ensure deliverables were met and clearly communicated via wireframes, prototypes and accompanying documentation

SENIOR USER INTERACTION DESIGNER 2004 - 2006
EMC DOCUMENTUM, PLEASANTON, CA

ENTERPRISE WEB APPLICATION DESIGN | STANDARDS | USER TESTING

- Designed and documented interaction designs via wireframes, prototypes and detailed UI Specification documents
- Effectively communicated with Engineers, Product Marketing, QA and other designers to ensure delivery of usable interfaces
- Created test scripts, scenarios and accompanying prototypes for testing
- Traveled internationally to user conferences to gather feedback for review and implementation into existing and future product offerings
- Led standards creation initiative during international collaboration efforts

UI/UX DESIGNER (CONTRACTOR) 2003 - 2004
CHARLES SCHWAB, SAN FRANCISCO, CA

ENTERPRISE WEB APPLICATIONS | INTRANET

- Developed intranet applications for tracking agents licensing exams
- Replaced paper processes with all web self service tools
- Decreased lapsed licenses due to ease of use of online registration process

MANAGER USER INTERFACE DESIGN 1999 - 2003
COMMERCE ONE, PLEASANTON, CA (ACQUIRED BY PERFECT COMMERCE)

ENTERPRISE WEB APPLICATIONS | STANDARDS | USER TESTING

- Managed a multi-site/state UI design team responsible for 4 products
- Created standards, unified look and feel, icon library, and documentation for a collaborative suite of software acquisitions
- Led the co-branded UI design effort with SAP Markets (Waldorf, Germany)
- Created customization guidelines for new and existing customers.
- Led the CSS conversion of Enterprise Buyer and the UI design of NetBuyer

EDUCATION

CERTIFIED USABILITY ANALYST
HUMAN FACTORS INTERNATIONAL | 2006

BACHELOR OF BUSINESS ADMINISTRATION, MANAGEMENT
GRAND VALLEY STATE UNIVERSITY | 1989 - 1994