King Frost

LEADER * DESIGNER * DEVELOPER * CREATIVE * RESEARCHER

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EXPERIENCE

04/2020 – Present
Automated Thinking Operating Machine - ATOM
VR/AR Experience Designer

- Develop FrostieVR.com as a virtual touring platform and other AR applications, integrating AR and VR into an ecommerce buying solution for mobile applications.
- Implement an intuitive and user-friendly interface on FrostieVR.com, ensuring a seamless and engaging experience for users navigating virtual tours, placing virtual objects in real environments, and making purchases through integrated ecommerce features.
- Foster collaboration and creativity by incorporating social features within FrostieVR.com, enabling users to share their AR experiences, virtual tours, and digital object placements, creating a vibrant and interactive community.
- Focus on expanding the ecommerce capabilities, allowing users to explore products in AR and VR, visualize them in their real environments, and make informed buying decisions through the integrated mobile application solution.

04/2022 – Present
Entergy
UX Lead

- Lead multiple teams as a UX lead at Entergy, overseeing the enhancement of customer-facing applications, including the transformers failure application.
- Prioritize customer-centric design by understanding and tailoring the applications to meet the specific needs of diverse customer clusters.
- Drive initiatives to increase Net Promoter Scores (NPS) within each cluster, emphasizing positive user experiences.
- Collaborate with cross-functional teams, including developers, data scientists, and energy experts, to ensure a comprehensive and effective UX design using Figma.
- Leverage Power BI for advanced data analytics and visualization, enhancing research efforts and providing in-depth insights into transformer performance.
Implement advanced features to provide the business with deeper insights into transformer performance, including robust monitoring systems and duration analysis.
- Improve reporting capabilities in Power BI to empower the business with actionable insights for informed decision-making.
- Collaborate with data science teams to explore predictive modeling for proactive identification of potential transformer issues.
- Streamlined Incident Management: Utilized ServiceNow to track and resolve incidents within the energy company's IT infrastructure, leading to a 30% reduction in resolution time and improved service uptime.
- Optimized Asset Management: Implemented and managed ServiceNow's Asset Management module to maintain an accurate inventory of critical energy production and distribution assets, ensuring compliance with regulatory standards and reducing equipment downtime by 20%.
- Improve reporting capabilities in Power BI to empower the business with actionable insights for informed decision-making.

07/2021 - 03/2022
Nextera Energy
UX Lead

- Led the design of an Outage Management System (OMS) for NextEra Energy, contributing to the enhancement of grid reliability and outage response efficiency.
- Conducted comprehensive user research and stakeholder interviews to understand the specific needs and pain points of energy operators and field personnel.
- Developed an intuitive and user-friendly interface for the OMS, optimizing the workflow for quick and effective outage resolution using Figma.
- Implemented advanced data visualization techniques, enabling real-time monitoring and decision-making during outage events.
- Enhanced Workflow Automation by Developing automated workflows in ServiceNow to handle routine maintenance requests and field service operations, resulting in a 25% increase in operational efficiency and a significant reduction in manual errors.
- Collaborated closely with cross-functional teams, including developers, data scientists, and energy experts, to ensure seamless integration and alignment with technical capabilities.
- Established a streamlined communication system within the OMS, facilitating coordination and information sharing among energy operators and field teams.
- Prioritized accessibility features to ensure usability for all stakeholders, including those working in challenging field conditions.
- Successfully delivered training sessions to energy operators and field personnel, ensuring effective utilization of the OMS for outage response and resolution.

EDUCATION

BA - Computer Information Systems & International Business
University of Louisville, Louisville KY

Courses: Accelerated Spanish studied at Benito Juarez in Oaxaca, Mexico

International Business
University of Montpellier in Montpellier, France

Courses: Computer human interaction, psychology

SKILLS

- Project Management
- Business Development
- Strategic Planning/Analysis
- Agile Methodologies
- Solutions Architecture
- IT Management
- Report & Documentation
- Policy & Procedure
- Training & Development
- Organizational Structuring
- Problem Solving
- DaDesignta Modeling
- Performance Metrics
- Project Lifecycles
- Customer Service
- Team Leadership
- UI/UX Design Focus
- Office 365
- SharePoint
- ServiceNow

Expert knowledge of web design tools, including but not limited to:
- UX & UI Design
- HTML & CSS3
- JAVA
- Angular JS 17
- D3 JS
- JQuery
-Unity

Additional Skills in:
- Sketches Persona Creation
- User Testing

- Implemented a feedback loop for continuous improvement, gathering insights from user interactions and staying abreast of industry advancements.
- Demonstrated leadership by effectively communicating design rationales, aligning design choices with business goals and user requirements.
- Contributed to the resilience and operational efficiency of NextEra Energy's outage response through innovative and user-centric OMS design.

01/2020 – 06/2021
CVS Corp
Sr. Product Designer

- Spearheaded a transformative initiative to enhance internal systems, including the Formulary Management tool, CycleFill, and PredictiveFill, resulting in heightened productivity and increased customer satisfaction.
- Streamlined workflows and reduced manual steps, incorporating heuristic evaluations for optimization.
- Utilized user research, testing, and collaboration to iteratively refine tools and enhance the overall user experience.
  Leveraged PowerBI for data analytics and visualization, informing and implementing design decisions with insights into predictive fill trends and order fulfillment cycles.
- Collaborated closely with cross-functional teams, including pharmacists, executives, SMEs, data scientists, and enterprise architects, ensuring a cohesive integration and user-centric product experience.
- Introduced agile processes to establish efficient communication channels, improving collaboration within the design process.
- Engaged key stakeholders, including senior management and product teams, gaining buy-in for impactful design changes.
- Led the redesign and managed updates of the EDS in Figma and components Bootstrap, contributing to compelling presentations, wireframes, storyboards, scenarios, and a cohesive visual design language, ultimately enhancing usability and user satisfaction.

06/2018 - 12/2019
International Monetary Fund
Solution Architect

- Designed and implemented a digital workspace and document management system (DMS), enhancing collaboration and information sharing across teams while improving document organization and retrieval efficiency.
- Organized requirements-defining workshops and executive strategy meetings, ensuring effective communication and collaboration among stakeholders to gather and prioritize project requirements.
- Facilitated workshops, strategy meetings, and usability sessions, fostering productive discussions and encouraging diverse perspectives to drive informed decision-making and user-centered design.
- Rapidly defined and designed insightful workflows and simple solutions to complex interaction design challenges using Figma, leveraging a deep understanding of user needs and industry best practices to deliver intuitive and efficient user experiences.
- Played a key role in developing engaging presentations, wireframes, storyboards, scenarios, and visual designs, elevating the overall user experience of the end products.
- Collaborated closely with global project teams, including IT architects and operational architects, to ensure the long-term alignment of the solution with the business goals.

01/2018 - 06/2018
Clutch
Sr. UX Lead

- Provided strategic leadership in designing a comprehensive financial reporting tool for Dick's Sporting Goods, integrating advanced Power BI techniques for enhanced data visualization.
- Conducted thorough user research, including interviews and surveys, to deeply understand the needs and pain points of financial analysts and stakeholders.
- Developed a detailed information architecture, structuring the financial reporting tool logically for easy navigation and comprehension, incorporating Power BI capabilities.
- Created detailed wireframes and interactive prototypes, enabling stakeholders to visualize and provide feedback on the tool's interface and functionality using Figma.
- Applied a high standard of visual design excellence, ensuring the financial reporting tool was both functional and visually appealing, leveraging advanced Power BI visualization features.
- Integrated advanced data visualization techniques, such as interactive charts and graphs through Power BI, enhancing the tool's ability to convey complex financial data in an accessible manner.
- Implemented customization and personalization features, allowing users to tailor the financial reporting tool using Power BI for specific preferences and requirements.
  Collaborated closely with development teams, ensuring the seamless integration of the UX design with the backend functionalities, providing insights into technical constraints and possibilities, including Power BI integration.
- Prioritized accessibility features and ensured compliance with financial reporting standards and regulations, creating a tool that meets industry requirements, with Power BI contributing to data accessibility.
- Incorporate Axure prototypes into user testing sessions to gather valuable feedback on the user experience, interactions, and design elements, facilitating iterative improvements based on user insights.
- Conducted extensive usability testing, collecting feedback from end-users to iteratively refine the design and enhance overall user satisfaction.
- Produced comprehensive documentation, including design specifications and guidelines, facilitating knowledge transfer and supporting ongoing maintenance and updates to the financial reporting tool, including Power BI documentation.
- Provided training sessions for stakeholders, ensuring they could effectively utilize and maximize the benefits of the financial reporting tool, including Power BI training.

- Usability Protocols
- Wireframes
- Prototyping
- Research methods
- Information Architecture

Expert with softwares:
- Photoshop & Illustrator
- Axure
- JustinMind
- Sketch
- InVision
- PowerBI
- Jira
- Confluence
- Figma
- Screaming Frog
- SEM Rush

REFERENCES

Available Upon Request

ADDITIONAL EXPERIENCE

User Experience Designer (Remote), Bizfundi (02/2016 - 09/2017)
Tool connecting SMEs to financing in Tanzania| USAID
Design tool: Bootstrap, Figma

User Experience Designer, Spectrum Mobile App (04/2015 - 01/2016) Mobile Online Account Manager|
Spectrum Communications
Design Tool: Axure, Figma

User Experience Designer, Gummi App (04/2014 - 02/2015)
Social networking app |
Start Up Design Tool:
UXPIN

User Experience Designer, Big Ben's Online Ordering System (08/2013 - 02/2014)
E-commerce Website | Big Ben's D&M Restaurant
Design Tool: Bootstrap

User Experience Designer, Path Finder Pilot (10/2012 - 07/2013)
An educational-game created in Java | Kentucky Community and Technical College System
Design Tool: Adobe Creative Suite

User Experience Designer, Lotto Tree (01/2011 - 09/2012)
Mobile lottery social network | Kentucky State Lottery
Design Tool: JustInMind

User Experience Designer, Lotto Tree (01/2011 - 09/2012)
Web Development Agency | Designer firm United
Design Tool:

- Established a system for continuous monitoring of user interactions, regularly optimizing the tool based on user feedback, emerging industry trends, and technological advancements, including Power BI updates.
- Effectively communicated the rationale behind design decisions to stakeholders, aligning design choices with business goals and user needs, incorporating Power BI insights.

08/2017 - 01/2018
Rockfish Digital
Sr. UX Architect
- Led the design of Ford.com's buying flow, focusing on a seamless and user-friendly experience.
- Integrated AutoFi credit application tool into the buying process, simplifying financing for Ford vehicle purchasers.
- Applied user-centric design methodologies, including research, usability testing, and a heuristic evaluation. • Collaborated with cross-functional teams for alignment with business goals and technical feasibility.
- Conducted user testing and competitive analysis, implementing insights from Honda, Carvana, and other online buyers.
- Optimized workflow and information architecture for clarity and efficiency.
- Ensured mobile responsiveness for users accessing Ford.com from various devices. • Prioritized accessibility features and compliance with industry standards.
- Established a continuous improvement feedback loop based on user interactions.
- Utilize Axure to create interactive and dynamic prototypes, allowing for a realistic representation of the user interface and user interactions in the design process.