

King Frost

LEADER * DESIGNER * DEVELOPER * RESEARCHER

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🌐 Portfolio- iamkingfrost.com

PROFILE

I'm a passionate problem solver and storyteller in UX design, driven by collaboration on technology solutions that tackle real-world challenges. With a background in design from the US & France and fluency in Spanish, I bring empathy for diverse cultures and their unique technological needs. In addition to my design work, I serve as a church music director and teach piano. During undergrad, I worked with a team in developing a UV light-based water purification system to address Mexico's water crisis, emphasizing the importance of teamwork and innovation. I look forward to contributing to your team's success and being part of your journey.

WORK EXPERIENCE

2022 - PRESENT

Automated Thinking Operating Machine | OH

Sr UX Lead / Product Owner

- Lead the design of intuitive interfaces for an AI-driven platform, collaborating with cross-functional teams to simplify complex data insights and improve user engagement.
- Conduct user research and testing to refine AI features, designing dashboards and predictive tools that make data actionable, visible in context and improve customer satisfaction.

2022 - PRESENT

Entergy | LA

UX Lead

- Led multiple UX teams at Entergy, focusing on Internal customer applications like our transformers failure management tool.
- Prioritized customer-centric design tailored to diverse customer needs to boost Net Promoter Scores by 36%.
- Collaborated across teams to ensure effective UX design using Figma and advanced data analytics with Power BI.

EDUCATION

2013 - 2016

UNIVERSITY OF LOUISVILLE, USA

- Computer Science

2012 - 2013

UNIVERSITY OF MONTEPELLIER, FRANCE

- Studied Design, Business Ethics

2011 - 2012

BENITO JUAREZ, MEXICO

- Studied Accelerated Spanish

SKILLS

- User Research
- Wireframing and Prototyping
- Usability Testing
- Interaction Design
- Information Architecture
- Visual Design
- User Interface (UI) Design
- Responsive Design
- Accessibility
- Content Strategy
- Design Thinking
- User Journey Mapping
- Persona Development
- Analytics and Metrics
- Presentation Design and Presenting
- Technical Documentation Writer

- Enhanced transformer performance insights with monitoring systems, duration analysis, and predictive modeling using large data models.
- Implemented ServiceNow's Asset Management module for accurate inventory and regulatory compliance, reducing equipment downtime by 20%.

2021 - 2022

Nextera Energy | FL

UX Lead

- Led the design of an internal Outage Management System (OMS) for NextEra Energy, improving grid reliability and outage response efficiency. Reduced outage downtime by 28%. Conducted user research, developed an intuitive interface, and implemented data visualization techniques. Automated large data workflows in ServiceNow, collaborated with cross-functional teams, and established a streamlined communication system. Prioritized accessibility, provided training, implemented a feedback loop for continuous improvement, and demonstrated leadership in aligning design choices with business goals and user requirements.

2020 - 2021

CVS Omnicare | OH

UX Lead

- Led transformative initiatives to enhance internal systems like CycleFill and PredictiveFill, boosting productivity and business customer satisfaction. Streamlined fulfillment workflows, integrated heuristic evaluations, and iteratively refined tools for better user experience. Utilized PowerBI for data analytics, collaborated with cross-functional teams, introduced agile processes, and engaged key stakeholders (Business Analyst & Pharmacists) for impactful design changes and testing. Led redesign of Enterprise Design Standards (EDS) in Figma, improving usability while reducing time to implementation of new features.
- Spearheaded transformative UX initiatives for outpatient advanced diagnostic imaging services, including echocardiography, abdominal ultrasound, CT scanners, and MRI scanners, with a focus on improving usability and system efficiency. These efforts resulted in a 23% increase in Net Promoter Scores (NPS), reflecting enhanced user satisfaction and system

SKILLS

- Technical Skills (design tools and basic front-end development)
- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English
- Spanish - Fluent
- French - Conversational
- Mandarin - Learning

MORE 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

2018 - 2019

International Monetary Fund | DC

UX Lead

- Implemented a digital workspace and document management system to enhance collaboration and information sharing.
- Organized workshops and meetings to gather and prioritize project requirements effectively.
- Led workshops, strategy meetings, and usability sessions to drive informed decision-making and user-centered design.
- Designed workflows and solutions using Figma to deliver intuitive user experiences.
- Developed presentations, wireframes, and visual designs to improve end-product user experience.
- Collaborated with global project teams to align solutions with business goals.

2018-2018 (Nov)

Clutch | OH

Sr. UX Designer

- Led the strategic design of a robust financial reporting tool for Dick's Sporting Goods, integrating advanced Power BI techniques for enhanced data visualization. Conducted extensive user research, including interviews and surveys to understand the needs of financial analysts and stakeholders. Developed a logical information architecture and created detailed wireframes and interactive prototypes using Figma for stakeholder feedback. Ensured high visual design standards and implemented interactive charts and graphs to enhance data clarity and user customization. Collaborated closely with development teams to integrate UX design with backend functionalities, prioritizing accessibility and compliance with financial standards. Refine the user experience, conducted thorough usability testing, and produced comprehensive documentation and training sessions for stakeholders, including Power BI training.

MORE EXPERIENCE

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,

Designer Firm United (08/2006 -

01/2011)

Web Development Agency |

Designer firm United

Design Tool: JustInMind

2017 - 2018

Rockfish Digital | DC

UX Architect

- Led a team of 3 UX designers to integrate Autofi, a credit application company acquired by Ford, into the Ford.com buying flow. Designed user-centric financing options that improved the overall purchase experience.
- Conducted competitive analysis by evaluating Toyota and Honda's buying processes and Amazon's checkout flow. Identified key design patterns and pain points to incorporate best practices and enhance Ford.com's user journey.
- Utilized data analytics to analyze user behavior on Ford.com and in comparable markets. Applied insights to optimize the buying flow, resulting in a more efficient and intuitive user experience.
- Developed and tested wireframes and prototypes using Figma, inspired by fintech applications. Iteratively refined designs based on user feedback, leading to a 20% increase in conversion rates and a 15% decrease in cart abandonment.
- Collaborated with cross-functional teams, including product managers and developers, to ensure seamless integration of Autofi. Applied UX principles to align design solutions with business goals and meet project deadlines.

EXPERT USER

- - Photoshop & Illustrator
- - Axure
- - JustinMind
- - Sketch
- - InVision
- - PowerBI
- - Jira
- - Confluence
- - Figma
- - Screaming Frog
- - SEM Rush
- - Service Now
- - HTML & CSS3
- - JAVA
- - Angular JS
- - D3 JS
- - JQuery
- -Unity
- Animation
- AR/ VR Design
- AI Model Train

REFERENCES

Available upon request