

KiaHorton

UX DIRECTOR & DIGITAL STRATEGIST

www.kiahorton.com

User Experience Director with over 15 years of professional experience developing web-based digital strategies. Most recently designing interactive solutions for Fortune 500 companies and government institutions, such as IQVIA (formerly QuintilesIMS), AbbVie, Astellas, Cox Communications, The California State University (the largest university system in the U.S.), State of Connecticut and Mutual of Omaha.

SKILLS

SOLUTION ARCHITECTURE / RESEARCH

Coordinate with Stakeholders, Product Owners, Marketing, and Development Teams to develop high-level business guidelines for enterprise solutions. Support all teams by collaborating on an iterative strategy to move projects forward.

AGILE DEVELOPMENT PLANNING

Coordinate with Scrum Master to plan, build, track and test agile project to completion. Deliver excellence by ensuring projects are deployed with value-creation opportunities. Developed strategies and tactics to deliver desired business outcomes and to determine the work needed, how much to invest in which efforts, and how to prioritize opportunities.

REQUIREMENTS GATHERING

Led the team in conducting interviews with the Executive Sponsors, Stakeholders, Core Team members, and End-Users, to build use cases for the business and customer needs. Conduct various user-testing exercises throughout the project lifecycle to ensure the customer needs are satisfied.

DESIGN SYSTEMS

Establish modular design systems that allow for visual assets to be used across many platforms and environments. Create functional style guides to help developers and designers maintain the system.

WIREFRAMES / PROOF-OF-CONCEPT

Create low-Fidelity (paper/Balsamiq) to high-fidelity (Axure) wireframes or interactive prototypes depending on the needs of the client. The wireframes are typically used during road-shows, for user testing and requirement development.

ROADMAPS

Present to Senior Leadership and Stakeholders a plan to meet short and long-term goals that apply to the new product, process and emerging technologies.

PEER LEADER

Develop a collaborative plan to share knowledge, provide guidance and examples across multiple disciplines. Design skill building programs for enterprise learning management system (LMS) to share training with a broader audience.



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EXPERIENCE

DIRECTOR, USER EXPERIENCE

FCB Chicago, 2019 - Present

Assigned to Cox Communications; responsible for understanding and managing the digital ecosystem as it relates to the users' experience. Assisted in forming innovative approaches to advance Cox beyond the competition. Managed and mentored a team of three UXAs at various levels. Responsible for administrative tasks such as, reviews, promotion recommendations, timekeeping, etc.

LEAD (MANAGER) EXPERIENCE ARCHITECT

Rightpoint Consulting (Chicago, IL), 2014 – 2019

Lead Experience Architect & Business Analyst, managing project work for The Chamberlain Group, responsible for gathering requirements for the Emerging Business and Residential Access Management LOB's to coordinate development efforts to support growth of the myQ mobile application. Other responsibilities include coordination of discovery and define phases of projects to implement digital solutions for large to small organizations. Other clients include AbbVie, AMITA Health, AON, Ascension Health, Astellas, BAI, Grant Thornton, Komatsu, Smiths Medical and others.

ASSOCIATE DIRECTOR, EXPERIENCE DESIGN

DigitasLBI (Chicago, IL), 2012 - 2014

Assigned to Emerson Process Management (Fortune 100) to work on projects that included a complete redesign of an engineering specifications tool and store used to configure products. Other clients included Miller Coors, KitchenAid, Jenn-Air, Maytag, Whirlpool and others.

SENIOR USER EXPERIENCE ARCHITECT (CONSULTANT)

Sears Holding Corporation (Chicago, IL), 2011 – 2012

Establish brand loyalty for the Shop Your Way Rewards loyalty program. Integrate the loyalty program into an existing social platform (formerly <http://social.sears.com>). In this highly visible, Chairman sponsored project, improving the user experience by having a firm grasp of what being social means to retail was a primary objective.

BUSINESS ANALYST

CISION (Chicago, IL), 2010 – 2011

Complete redesign and re-architecture of search capabilities. Implementation of Apache Solr open source enterprise search platform with faceting. The purpose of this project was to improve usability and to increase the speed of the current application. Gathered business rules, created functional requirements document include use cases, workflow and process diagrams and sitemap.



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SOLUTION ARCHITECT

WireStone (Chicago, IL), 2007– 2010

APPLICATION DEVELOPER III

J.P. Morgan Chase (Chicago, IL), 2004– 2007

SENIOR FRONT-END DESIGNER

Click Commerce (Chicago, IL), 1999 – 2004

EDUCATION

DEPAUL UNIVERSITY

Human-Computer Interactions, Computer Science, 2006

PURDUE UNIVERSITY

Electrical Engineering, 1992 - 1995

TECHNICAL SKILLS

REQUIREMENTS GATHERING

Atlassian (Confluence, BitBucket, Bamboo & JIRA),

WIREFAMING & VISUAL DESIGN

Axure, Balsamic, Sketch, Adobe Creative Suite`

PRESENTATIONS

PowerPoint, Keynote, Sketch

BUILD/DEVELOP FRAMEWORKS

Bootstrap, Foundation (HTML5, CSS3, JavaScript)

ENVIRONMENTS (CLOUD & ON-PREMISE) / PLATFORMS (CMS)

Azure, AWS (Cloud Front), Apache Solr, SharePoint, Sitecore, Drupal

