

# KIA KYANNE HORTON

Lead Experience Design Strategist

As an Experience Design Lead, I possess a wealth of expertise, having dedicated more than 15 years to crafting web-based digital strategies. My recent focus has been on creating interactive solutions for esteemed Fortune 500 companies and government institutions. Some of the notable organizations I've collaborated with include Optum Rx, IQVIA (formerly QuintilesIMS), CooperSurgical, Harley Davidson, AbbVie, Astellas, Cox Communications, The California State University, State of Connecticut, and Mutual of Omaha.

## PROFESSIONAL SKILLS

### PROJECT DEFINITION

Define and communicate the purpose of the product or website, including clear goals and objectives. Identify the target audience and their needs to align to the design strategy.

### USER RESEARCH

Conduct thorough user research to gain insights into user preferences, pain points, and behaviors. This will help to create user personas and understand user journeys, which are critical for designing a user-centered experience.

### COMPETITOR ANALYSIS

Analyze competitors' products or websites to identify their strengths and weaknesses. Learn from their successes and failures to create a unique and improved user experience.

### USER PERSONAS

Create representations of the target users based on the research conducted. Understand their motivations, preferences, and challenges to tailor the design to their needs.

### INFORMATION ARCHITECTURE & TAXONOMY

Structure the content and navigation in a way that is intuitive and user-friendly. Create a clear and logical information architecture to ensure users can easily find what they're looking for.

### WIREFRAMING & PROTOTYPING

Create low-fidelity wireframes to outline the layout and structure of the product or website. Once satisfied with the wireframes, move on to high-fidelity prototypes that give a more realistic representation of the final design.

### ACCESSIBILITY

Make sure the design is accessible to all users, including those with disabilities. Follow accessibility guidelines and standards to ensure inclusivity.

### 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.

### 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.



**Portfolio:** [www.kiahorton.com](http://www.kiahorton.com)

**Location:** Chicago, IL

**Mobile:** (312) 545-4527

**Email:** [kia@kiahorton.com](mailto:kia@kiahorton.com)

## INTERPERSONAL SKILLS

- ◆ Communication and Collaboration
- ◆ Teamwork
- ◆ Emotional Intelligence
- ◆ Adaptability
- ◆ Problem-Solving
- ◆ Conflict Resolution
- ◆ Empathy
- ◆ Network Building
- ◆ Leadership

## DESIGN TOOLS

- ◆ Figma
- ◆ Sketch
- ◆ Adobe Xd
- ◆ Adobe Photoshop
- ◆ Adobe Illustrator
- ◆ Adobe InDesign
- ◆ MURAL
- ◆ Miro
- ◆ VISIO

## DEVELOPER TOOLS

- ◆ React
- ◆ Bootstrap
- ◆ SaaS
- ◆ Microsoft (Power Apps, .NET, Azure)
- ◆ Confluence (Wiki, JIRA)



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## EDUCATION

### DEPAUL UNIVERSITY

Human-Computer Interaction,  
Computer Science  
2007

### PURDUE UNIVERSITY

Electrical Engineering

## EXPERIENCE

### MANAGER, EXPERIENCE DESIGN

Avanade, Chicago, IL, 2021 – Present

Responsible for leading the discovery on Microsoft .NET, SharePoint and Dynamics solutions. Created research protocols, capability assessments, requirement ranking, prototype delivery and implementation prioritization. Delivered intellectual property data management solutions and ecommerce platform for medical devices.

### FREELANCER, UX PRINCIPAL STRATEGIST

2014 – 2021

#### Pharmaceuticals

UX Associate Director, responsible for delivery new product launch web and Internal Sales Aid solutions for pharmaceutical companies. Provided direction through ethnographic research, analytics and other tools, to deliver optimal designs for tablet-based applications that would be used to guide pharmaceutical sales representative through the sales lifecycle.

#### Healthcare

Principal UX architect, leading a team of 6 others through the redesign on the customer service tool. Focused on delivering strategic direction to the Business and Operations teams on how best to evolve an outdated internal system to a cloud-based system that could be leveraged by clients.

#### Human Resources

Led UX team in building a new design system for the full HR management tool. Primarily focused on the mobile application that would be generic and white labeled.

### DIRECTOR, USER EXPERIENCE

FCB Chicago, 2019 – 2020

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 task such as, reviews, promotion recommendations, timekeeping, etc.

### LEAD (MANAGER) EXPERIENCE ARCHITECT

Rightpoint, Chicago, IL. 2014 – 2019

Lead Experience Architect & Business Analyst, managing project work for The Chamberlain Group, responsible for gathering requirement for the Emerging Business and Residential Access Management LOBs 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.

## OTHER EMPLOYERS

### ASSOCIATE DIRECTOR, EXPERIENCE DESIGN

DigitasLBi, Chicago, IL, 2012 – 2014

### SENIOR USER EXPERIENCE ARCHITECT (CONSULTANT)

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

### BUSINESS ANALYST

CISION (Chicago, IL), 2010 – 2011

### SOLUTION ARCHITECT

WireStone (Chicago, IL), 2007– 2010

### APPLICATION DEVELOPER III

J.P. Morgan Chase, Chicago, IL, 2005-2007