

SKYE SANT

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Driving Business Value Through a Strategic Approach to User Experience Design

User experience (UX) is the sum of a series of interactions, a person's perceptions of system aspects such as utility, ease of use, enjoyment and efficiency. UX is rooted in a deep understanding of people for the purpose of enhancing the experience people have while interacting with a product to ensure they find value in what we're providing.

I believe UX is a force that can not only improve people's lives through better experiences with technology, it can also drive business.

QUALIFICATIONS

- 11 years designing apps and digital tools
- 4 years as a User Experience Manager (management, mentorship, and company/cultural change)
- Bachelor's degree in Secondary Education (Teaching)
- Bachelor's degree in Fine Art, Digital Design: Emphasis in User Experience Design
- Certified for human trials (Ethnography | testing protocols)

EXPERIENCES

- Company experience: start-ups to global enterprise-level companies
- Product experience: customer-facing apps through SaaS products to worldwide custom internal-facing tools
- Tactical software methodology: user-centered design which works together with agile/iterative or waterfall development and employs both qualitative and quantitative methods
- Mediums implemented: mobile, tablet (native app and responsively designed) and desktop

EXPERIENCE

DIRECTOR OF INTERNAL DIGITAL STRATEGY

Prologis | Global Headquarters (based out of Denver CO) Feb 2015+

Helping Prologis develop a more strategic approach to the design of our in-house services, experiences, processes and software products, **delivering business outcomes** by improving the experience that our employees have with our internal-facing digital tools.

- Functioning as a strong business partner by creating a vision that connects UX to business value and translates business strategies into design opportunities
- Developing a UX Department that delivers superior results in multiple long-term, complex, multi-million dollar engagements with several project tracks and teams
- Utilizing expansive knowledge of user experience and digital skills, processes, deliverables, and methodologies, to guide project teams via mentorship, design guidance, and strategy
- Overseeing best-in-class UX design methods and deliverables in order to assure value for project teams and delightful experiences for our users
- When needed, assist project teams by providing advanced UX skills and services

USER EXPERIENCE STRATEGY (DIRECTOR LEVEL)

Consultant, Denver CO Jan 2013+ *Specialty: Establishing initial UX practices & departments*

With the skills to be a 'UX Department of One', I consult with mid-level companies to create and nurture the effective lifecycle of multi-platform software as well as promote best-in-class company environments by creating & managing efficient cross-functional UX teams. I combining business goals, technological requirements & client values in order to **design repeatable, scalable programs** for excellent customer experience with digital tools and apps.

- Increasing innovation & decreasing process times by collaborating across service lines while directing a cross-functional UX team
- Ensuring quality & scalability by analyzing, designing & maintaining multichannel desktop, tablet & mobile UI experiences
- Creating useful products & leading-edge organizations by establishing & clarifying efficient processes & effective strategies
- Producing easy-to-use interfaces by applying my deep knowledge & expert skills in UX | IxD | UI practices, tools & methodologies
- Iteratively designing multiple solutions in minutes & hours, not weeks & months
- Evangelizing UX as a thought leader internally & in my community of practice



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EXPERIENCE, continued

DIRECTOR OF USER EXPERIENCE STRATEGY

ThinkTank, Denver CO Feb 2013 - May 2014

Launched and directed ThinkTank's first UX Department, combining business values, technological limitations & client goals into a coherent program for **excellent customer experience**.

- Created a superior product experience by partnering in person & virtually to collaborate across service lines, functions, different cultures & complex time zones
- Assured company scalability by promoting best-practice software UX management processes in strategizing, estimating, planning, managing & delivering multiple large UX engagements
- Shifted the company's focus away from internal solutions to serving our client/partner goals & needs through user-centered design

LEAD UX ARCHITECT

ThinkTank by GroupSystems, Denver CO Jan 2013 - May 2014

Iteratively **designed engaging user interfaces** on desktop software, tablets & a mobile app by fusing business requirements, project & product vision & user goals with my UX | IA | UI | IxD | content strategy skills.

- Designed ThinkTank's first mobile app, simplifying a complex processes into an easy-to-use, task-oriented custom app
- Redesigned the structure & visual appearance of the desktop client & tablet UI, aligning the software to modern visual & interactive standards
- Designed usable, user-goal-based interfaces for products rooted in complexity - servicing a global audience processing huge amounts of data in real-time & being used across mobile & desktop platforms
- Championed a modern cloud-based product documentation & Help system that enabled single-source authoring & multi-channel publishing
- Drove adoption by helping the clients using these products look professional, competent & cool

For additional experience including mentoring & causes, please see my LinkedIn profile - link in header

UX DELIVERABLES

user research / ethnography	information architecture
sketching	prototypes
persona	user testing
storyboards	design documents
wireframe/ prototype	pattern library
user journeys	style guides
task flow	

SKILLS

information architecture (IA)	usability
interaction design (IxD)	responsive design
user interface (UI)	gamification
content strategy (cs)	instructional design
	Lean/ Agile
	iterative design

TOOLS & TECHNOLOGY

sketching & illustration	desktop, tablet & mobile
Adobe Creative Suite	iOS, Android, responsive
Sketch + InVision	multichannel
Lookback	cloud-based
Axure, Balsamiq etc	Enterprise B2B
CMS (trello, Jira, etc)	SaaS

EDUCATION

COURSERA MASSIVE OPEN ONLINE PLATFORM (MOOC) 2012 +

Staying abreast of current trends in technology & best-practice teaching methodologies

UNIVERSITY OF COLORADO, DENVER 2008-2013

Bachelor of Fine Arts (BFA), Digital Design: thesis emphasis in UX *Graduated Summa Cum Laude*

BRIGHAM YOUNG UNIVERSITY

Double Degree in English & Science, minor in Math *Certificate: Secondary Education Teacher*

