



I'm a Lead Product Designer with over 12 years of expertise in designing user-centered experiences. I have a heavy mobile focus in responsive web applications and native mobile applications in an Agile / Kanban environment. **Please visit [www.hailestorm.com](http://www.hailestorm.com) to view my work.**

## PROFESSIONAL EXPERIENCE

### Lead Product Designer, McClatchy - Nov 2016 - Present, Raleigh NC

- After starting my lead design role we grew from a team of just 4 designers to 12 in just one year. I was tasked with onboarding new designers and stakeholders, many of which are located remotely across the US. I labored over documentation critical for our growing group including a design process document, a design sprint system used by some of our stakeholder groups, outlined the first steps in setting up a company wide style guide, and designed and built reusable/scalable email templates.
- I serve as the lead design liaison for development teams and PO's (some of which are internationally based) as well as stakeholders for marketing and business groups. I collaborate across organizations, help encourage team collaborations, and evangelize the importance of design.
- I keep the design team running by supervising and maintaining the team's Kanban and Sprint boards, coordinating internal design reviews with the team and external reviews with stakeholders, and lead design retrospectives after major sprints and projects are completed.

### UX/UI Designer, McClatchy - Oct 2011 - Oct 2016, Raleigh NC

- Responsible for the design strategy and visual design from conception to completion for McClatchy's news and niche websites, with a strong emphasis on the mobile web experience.
- Heavy focus on user experience design/research, acting as a moderator in usability studies as well as engaging users in informal and casual settings to obtain essential feedback.
- For a number of years I was embedded on the front end development team working in an Agile/Kanban environment. I regularly contributed code in a GIT Flow codebase, which helped hone my skills as a capable front end developer on top of an already solid visual and UX design background.

### Web Designer, The News & Observer - Oct 2008 - Oct 2011, Raleigh NC

- Responsible for overseeing visual design on the N&O website as well as community and niche sites.
- Collaborated with stakeholders on the editorial and advertising teams to create various design-based projects, including complete site redesigns and rebrandings.
- Worked extensively with HTML and CSS in creating and managing large scale websites while working in a robust proprietary content management system used throughout the McClatchy Company.

### Designer, The Themis Group - Sept 2006 - Oct 2008, Durham NC

- Designed layouts and created art for a gaming/entertainment magazine called The Escapist. I provided the editorial team any graphics or art they needed for all online posts. I also worked closely with the advertising team to build creative ad units that would be served on our various networks.
- Worked with clients like: Nokia, Lucas Arts, Ubisoft, CCP, Destineer, Kongregate, and more.
- Webby Award Winner in 2008 for The Escapist, best in category for a video game based website.

## TECHNICAL SKILLS

### Sketch

*Digital prototyping tool*

### Adobe Creative Cloud

*Including Photoshop & Illustrator*

### HTML, CSS, jQuery

*Including preprocessor HTML & CSS like Slim & LESS*

### Git/Git Flow

### InVision/MarvelApp

*Interactive prototyping tools*

### Responsive Web Design

*Bootstrap*

### Usability moderating & user interviewing

## LANGUAGES

### English, Español

*Fully fluent in speaking, reading, and writing.*

## EDUCATION

### Living Arts College June 2004 - June 2006

*Associates degree in applied sciences in digital media*