



“ Hello there, as a User Experience/Interface Designer I specialize in creating user centered strategies utilizing well-founded industry principles teamed with my own unique imagination. ” - Tyrone

Mar 2019 – Present

USER EXPERIENCE/INTERFACE DESIGNER AFFINITY PARTNERSHIPS / AFFINITY TECHNOLOGY SOLUTIONS

Implementing data-driven user-focused strategies to Mortgage Industry leading web-applications:

Costcofinance.com - Updating product to follow current web trends. Drafting a tailored UX Strategy to better understand the current trends in the industry as well as identify potential pitfalls in the user flow. Applying collected user data and research to create a one-of-a-kind customer experience and improve conversions.

(Most affiliates are under NDA, so I cannot disclose publicly)

Affinity Technology Solutions: Assisting in the current re-branding efforts as well as applying user experience standards to the web-presence with a goal to become a major local competitor in the telecommunication industry.

Affinityts.com - UX/UI Design Lead on a remodel initiative for the corporate site to market new product offerings and to improve customer relationship management. Applying complete UX Process, from initial research to planning(User-flows, wire-flows) and execution(wire-framing, prototyping, and high-fidelity designs).

USER INTERFACE DESIGNER / DEVELOPER SMART UTILITY SYSTEMS (SMART ENERGY SYSTEMS)

Brought current trends and practices to numerous mobile application interfaces, as well as designed / developed the corporate website. Maintained and developed an SEO strategy and tracking method for the marketing team.

Smartenergywater.com - Lead a redesign initiative for the re-branded corporate website with a heavy focus on responsiveness and also development using Bootstrap.

Search Engine Optimization - Tracked several corporate sites, created filters to remove spam from results, and created a reporting system for the marketing team to use the data.

USER INTERFACE DESIGNER APPLIED MEDICAL RESOURCES

Implemented a user-focused strategy behind numerous mobile applications, corporate and affiliate websites, and web-applications.

Appliedmedical.com - Spearheaded a corporate web redesign initiative, to create a responsive, user-friendly web experience. My initiative has since been replaced.

Applied Medical Home Portal - Enhanced the Company Intranet using UX principles to discover the most used, or missing, features. Drafted a Interface that greatly improved overall usability and functionality.

Sep 2016 – Nov 2017

Dec 2014 – Jan 2016

SKILLS

UX & UI Design
Usability Testing
Persona Development
Scenario Mapping
Sitemaps
User Flows
Prototyping
HTML
CSS

PROFICIENCIES

Illustrator
Photoshop
InDesign
After Effects
Bootstrap
OSX
iOS
Sketch
iPad
iPhone
Omnigraffle
OSX
Windows
InVision
Google Analytics

EDUCATION

The Art Institute of California - Inland Empire

Location:

San Bernardino, CA

Degree:

Bachelors of Science.

Emphasis:

Graphic Design

ASSOCIATIONS

- Alpha Beta Gamma, Omega Epsilon. 2012
- AIGA (American Institute of Graphic Arts) 2013

