



“ 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, can provide links upon request.)

**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).

Sep 2016 – Nov 2017

## 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.

Dec 2014 – Jan 2016

## 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.

## SKILLS & PROFICIENCIES

Graphic Design  
UX & UI Design  
Usability Testing  
Persona Development  
Scenario Mapping  
Sitemaps  
User Flows  
Prototyping  
HTML  
CSS  
Adobe Suite  
Google Analytics

## EDUCATION

Maryland Institute College of Art

**Location:**

Baltimore, MD

**Degree:**

Master's of Professional Studies

**Emphasis:**

User Experience

**Completion:**

Expected Dec 2022

The Art Institute of California - Inland Empire

**Location:**

San Bernardino, CA

**Degree:**

Bachelor's of Science

**Emphasis:**

Graphic Design

**Completion:**

Dec 2014

## ASSOCIATIONS

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

