

## **Marquis Ford**

IoT and B2B Senior UX/UI Designer

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### **Professional Summary**

Senior Level UX/UI Designer with experience designing world-class UI/UX mobile (iOS, Android, Web) and desktop solutions for IOT (Internet of Things) and B2B (Business to Business, Internal) software.

This includes information architecture, user interface design, wire frames, functional specifications, visual layout and design, asset creation, usability testing, and rapid-prototyping of new projects from the beginning and redesigns/updates to existing applications. I've also had a hand in managing both mobile and web designers, and advocating for better UX within organizations.

### **Brands I've Designed IOT and B2B Internal Software Solutions/Demos for:**

AT&T, Disney, Alaska Airlines, Pepsi, Dell, JP Morgan Chase, MetLife, Sany of America, YP, FEMA, County of San Diego, Bell and Howell, Kanawha County, RealPage, Numerex/iTank, Alaska Airlines, Emerson, AT&T Stadium, CAL Atlantic, Pioneer Uni-K, GuildQuality, RedBull, Koch, AT&T DigitalLife

### **Professional Experience**

#### **RealPage/Richardson, TX**

February 2015 – Present, Lead Senior UI/UX Designer

Redesigned UX/UI for property management spending/budgeting B2B desktop software interfaces from the early 2000s into more contemporary styling and front end, mobile-ready patterns of today. This required collaboration with other designers and devs on multiple products in Agile and Waterfall environments.

#### Production Work

- UX Libraries (graphic and pattern)
- Iconography
- Online style/branding guides
- Red-line specs for dev
- High-definition mockups

#### Management and Advocacy

- Lead UX team meetings
- Review/Critique work of UXers
- Advocate for UXers within my team to advance to other projects or personal goals

- Wireframes
- User Personas
- Prototypes
- Conducted one-on-one reviews with UXers
- Mid and Year-End Reviews

### **Mobility Solution Services/AT&T/Dallas, TX**

August 2013 – November 2016, Senior UI/UX Designer

Creation of UX/UI concepts, demos and deliverables for mobile applications for companies such as AT&T, Disney, FEMA, Alaska Airlines, MetLife, JP Morgan Chase and more. Created and/or managed the following deliverables for applications for iOS, Android, and web/desktop as needed:

- Wireframes
- UI Kits and Graphic Libraries
- User Flow documents
- High-Fidelity Mock Ups
- Assets for developers
- Interactive Demos
- Presentations
- UX/UI Guidelines for developers (branding, typography, element spacing)

### **GuildQuality/Atlanta, GA**

July 2012 – February 2015, Digital Design Director

Creating and managing the overall look, feel, and user experience of all products of the brand of GuildQuality. Hands-on in concepts, user experience, preliminary wireframing, mockups, production, and maintenance of all digital and print products:

- Redesigned customer-facing website
- Redesigned UI for B2C software suite
- Designed Q&A/Community Product
- Created UI for Mobile version of software
- Profile Pages
- Email Templates
- Landing Pages
- Print: Tradeshow posters, one sheets, magazine advertisements

### **YP (formerly AT&T Advertising Solutions)/Atlanta, GA**

December 2004 – July 2012, Premium Website Product Lead

Responsible for managing YP.com's premium website product team while helping to improve design on existing products and collaborate with stakeholders to create new ones. This required review of website templates, assets, and

processes to make sure client websites were completed on time without losing design quality or code integrity. Some of my responsibilities included:

- Web Product Creation (premium websites, microsites, landing pages, banners, and mobile products)
- Assisted with product quality control
- Assisted with product positioning to marketing team
- Managed creation of products by leading a team of web and banner designers
- Worked on other special AT&T web products to help other departments generate revenue and introduce new products (AT&T Digital Life)

## **Education**

- Associates Degree in Multimedia Web Design, Spring 2003 – Art Institute of Atlanta
- Diploma in Visual Communications, Fall 1997 – DeKalb Technical Institute

## **Software Skillset**

### UX/UI

Sketch, InVision, Adobe CC (Photoshop, Illustrator), Axure, Balsamiq Mockups 3, HTML, CSS, Bootstrap 3

### Office

JIRA, Microsoft Office Suite, Slack, Basecamp, Trello, StatusHero, Box, DropBox