

MICHELLE BUTLER

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Senior User Experience Designer / Architect

- An established architect and designer with 15+ years of experience across several industry sectors including technology, healthcare, telecom, travel, hospitality, retail and e-commerce.
- Proven experience managing teams, leading projects and implementing workflow processes within technology organizations.
- Produced key design deliverables including whiteboard solutions, personas, information architecture, user flow diagrams, site maps, wireframes and alignment maps to include journey maps and service maps.
- Highly proficient in UX design strategy, information architecture, research methodologies and prototyping tools.
- Experience defining solutions that effectively meet WCAG/A11Y compliance and accessibility guidelines through effective planning, layout and design.

TOOLS

Listed in order of frequency:

Primary (core)	Often	Sometimes
Figma	Adobe XD	Microsoft Visio
Miro	Lucid Charts	Overflow (Sketch plugin)
Sketch App	Adobe Illustrator	Axure RP
In Vision App	Microsoft Office	UX Pin
Craft (Sketch plugin)	Microsoft Visio	
Jira	Adobe Photoshop	

PROFESSIONAL EXPERIENCE

iOpen Innovations, Dallas, TX

2023 - Present

Senior UX Designer

Assigned as a Customer Experience Design Lead over large digital initiatives supporting the implementation of IoT Sensor products and their associated data analytics marketplace, I provide Experience Strategy Leadership in support of business goals and objectives while advocating for end users throughout the project lifecycle as prescribed by user-centered design methodologies.

As a Senior UX Designer,

- Assists in new concept ideation. Designs new and intuitive approaches to UX design and architecture.
- Utilize business requirements and research findings to conceive and model clean and effective designs via wireframes and prototypes.
- Defines relevant scenarios, use cases, user flows and journeys for specific functionality.
- Creates key artifacts such as sketches, concepts, high fidelity mock-ups, rapid prototypes and fundamental documentation to ensure the business and IT are in sync on the design of the final solution.
- Advocates for the end user throughout the project lifecycle and firmly practices the user-centered design methodology
- Supports product style and component libraries to ensure any creative or other visual elements that impact the user experience, meet or exceed the needs of our users and best practices.

As a Senior UX Architect,

- Collaborates with stakeholders, product owners, project managers, business analysts, creative, visual design, development, quality assurance and delivery teams to create the user experience and any required documentation needed to define high quality experiences
- Assists in planning and conducting user research to provide actionable insight and recommendations that inform critical design decisions for current and future projects
- Perform stakeholder interviews to elicit business requirements.
- Supports the identification and definition of business goals and key performance indicators for the digital experience

Vizient, Inc., Dallas, TX

2021 - 2022

Senior UX Designer

Created sitemaps, workflow diagrams, prototypes, wireframes and high fidelity mocks for internal and external clients to support business and development teams.

- New product development to re-invision a 30 year old legacy financial reporting application.
- Created current and future sitemaps to outline proposed architecture and features.
- Designed early workflows to support repeatable patterns and event handling patterns to facilitate ease of use and conserve development time.
- Met with stakeholders to capture use cases and UI requirements.
- Created discovery workshops to align product stakeholders and team.
- Explored user needs and opportunities for innovation of new feature proposals.

Optum Engineering, Dallas, TX

2021 -2022

Senior UX Designer Apex Systems - Contract

Created prototypes, across multiple personas, for a new data mesh repository product to replace multiple existing data repositories.

Responsibilities and accomplishments included:

- Demonstrated up-to-date expertise in user experience design and applying this to the development, execution, and improvement of the product vision.
- Lead requirements definition and strategy for subscription end to end feature design and implementation.
- Created sitemaps and experience flows to define and track feature integration across the entire product.
- Created visual design comps, visual design specs, click-thru prototypes, and other visual assets for enterprise scale projects for internal users and external customers.
- Worked closely with SMEs, product owners and development leads to strategically supply foresight on potential user experience issues and problems, and solution options to overcome them.
- Actively focused on WCAG accessibility design and compliance.

Apex Systems @ AT&T, Dallas, TX

2021

Senior UX Architect – Contract

- Created User Experience discovery documents to define UI requirements to include sitemaps, journey maps, personas, annotated wireframes and style guides.
- Created visual design comps, visual design specs, click-thru prototypes, and other visual assets for medium to large scale projects for both internal users and AT&T customers.
- Design dashboards, reports, and user experience for big data applications like Service Now and QuickBase enterprise reporting solutions.
- Participate in cross-functional User Experience (UE) projects to generate the overall user experience solution and deliver usability on product within feasibility limits
- Drive Design Thinking workshops that help define User Experience strategy and innovation in cross functional teams.
- Led requirement definition and strategy for the design of Business Intelligence dashboards for Customer Advocacy reporting for closed incident reports.

ARGO Data Resource, Dallas, TX 2015 - 2021

Senior UX Designer

- Played a significant role in defining overall strategic direction and vision of projects while serving as an advocate for usability and user experience best practice.
- Communicated strategy, designs and project status with business owners, marketing, technical and development, QA and project management staffers as internal clients.

- Strategically providing foresight on potential user experience issues and problems, along with the ability to provide solutions to overcome them.
- Translated business requirements into highly useful and usable interfaces consistent with developing a deep understanding of our customers' needs by assisting in user research activities.

KForce at AT&T, Dallas, TX 2012 - 2015

Senior Information Architect

Worked closely with AT&T product owners and business analyst to provide application, web and mobile solutions for AT&T.com small business sales and enterprise sites.

- Worked within an Agile environment to define and document business needs and business processes. This included gathering requirements from stakeholders to provide project documentation as needed to include but not limited to process flows, site maps and wireframes.
- Managed and supported product usability testing and provided summary recommendations as needed.
- Produced business intelligence and best practice reviews and analysis.
- Worked with user persona to create use-case scenarios that inform information architecture and other development work.
- Played a significant role in defining overall strategic direction and vision of projects while serving as an advocate for best usability and user experience practices.
- Communicated with business owners, marketing, technical and development, creative, accounting, QA and project management staffers as internal clients.
- Led internal meetings related to information architecture/user experience deliverables to include internal reviews and project brainstorming.
- Led and participated in design sprints with cross functional teams consisting of end users, business owners, analysts, and developers.

Hawkeye Worldwide at American Airlines, Dallas, TX

2010 - 2012

Worked closely with AA.com Interactive Marketing to provide website and mobile solutions for the AA.com travel sites.

- Worked within an Agile environment to define and document business needs and business processes. This included gathering requirements from stakeholders to provide project documentation as needed to include but not limited to process flows, site maps and wireframes.
- Managed and supported product usability testing and provided summary recommendations as needed.
- Produced business intelligence and best practice reviews and analysis.
- Created user personae and use-case scenarios used to help inform information architecture, strategy and future development projects.
- Communicated with business owners, marketing, technical and development, creatives, QA and project management staff as internal clients.
- Led internal meetings related to information architecture/user experience deliverables to include internal reviews and project brainstorming.
- Used Axure prototyping tool and MS Visio application to produce interactive prototypes and wireframes to support development, usability testing and QA project teams.

EDUCATION

2022, Data Science Immersive, Divergence Academy, Dallas, TX

2013, Master of Liberal Studies (MLS), Behavioral Science Concentration, Southern Methodist University, Dallas, TX

2005, B.F.A/Interactive Media Design, Art Institute of Atlanta

2000, A.A. Website Administration, Art Institute of Atlanta

1997, Advertising Design Certification, Art Institute of Atlanta