

SAMUEL FITZGERALD

Sam's UX Practice: <http://www.samueelfitzgerald.com>



I'm a dynamic, multi-faceted Digital / UX Architect with extensive experience in human-computer interaction, interface design, and development of highly innovative and complex business applications. My fieldwork spans large enterprise companies, small businesses, and start-ups. My experience spans the leadership of teams developing products for the desktop and mobile space.

- Exceptional analytical skills with the ability to solve complex problems and effectively assess user needs.
- Excellent deployment of team building and collaborative skills to achieve fundamental business objectives.
- Flexible contributor, adept at staying on-task and on-time with deliverables despite shifting priorities, interruptions, and tight deadlines.
- Designing for emotions, product adoption, and appropriation.
- Assist in the formulation of digital strategies through the preparation of user personas, site audits/assessments, competitive landscape comparisons, and content matrices.
- Leadership and management

Professional / User Experience Skills

Human-Computer Interaction, Gamification, Data Taxonomies, Wireframes, Functional Specifications, User/Data Flow Diagrams, Use Cases, Usability Testing, Heuristics Evaluations, Personas, Prototyping, Interaction Design, User Research, Business Requirements, Brainstorming, Business Plans, Internet Commerce, New Concept Development/Implementation, Outsourcing, Project Management, Products Development Life Cycle

Tools / Applications

Axure, UXPin, Sketch, Omnigraffle, Adobe Suite, Justinmind Prototyper, Rally Software (Agile), MS Office 365 Suite, MS Visio, SharePoint Online

Languages / Databases

HTML, CSS3/Media Queries, PHP, JQuery, JavaScript, Visual Basic, C/C++, T-SQL, ASP/ASP.NET, XML/XSLT, MongoDB, MS SQL Server, Progress, MySQL

Operating Systems / Platforms

Windows 8/10, Mac OS, IOS, Android

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Professional Experience

08.2016 – Present **Tech Entrepreneurship (Started Company)**

Co-Founder / Chief Digital Officer

Stepped away from the freelance/enterprise space to manage some very important matters and started my own company.

During this period, I accomplished the following: -

- working with an innovative startup team, I spearheaded the Product/UX design and delivery requirements for an innovative on-demand transactional platform, resulting in the successful launch of their minimum viable product (MVP)
- acquired several Ivy League level UX design certifications and polished my knowledge on key developments in the digital space as it related to user behaviors, the evolving of UX design disciplines, software engineering, and the near future roadmaps in the enterprise space.

10.2015 – 06.2016 **Freelancing**

Principal UX Consultant

Client: Rauxa (Allergan)

Manage and lead the initiative for the redesign of Allergan's Brilliant Distinctions mobile app. The process required the implementation of a number of key UX architectural disciplines and directing the visual design team in putting together a proof of concept clickable prototype.

03.2015 – 09.2015 **eBay Enterprise**

Principal UX Consultant

Clients: PayPal, Bath & Body Works, GNC Live Well, Petco

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- Provided senior management with ideas and recommendations that assist in improving the process of the UX department.
- Redesign the IAD for a library of GNC products selection tools to optimize the user experience for touch, and support a 'responsive/adaptive' architecture.
- Work with the PayPal product team in documenting and communicating an improved integration of the user checkout process. The project entailed created an HTML prototype to demonstrate the recommended IAD.
- Created and demonstrated a high-fidelity clickable prototype used in a usability lab study for the Bath & Body Works stakeholders.

07.2014 – 02.2015

BrightStarr

Lead UX Analyst

Clients: Booz Allen Hamilton, Boston Scientific

My leadership and management skills were tested and sharpened post the challenges of successfully leading the UX requirements for the redesign of corporate intranets.

- Challenged with the redesign of enterprise intranets, I led various workshop sessions with clients, using many game storming techniques in analyzing and gathering vital information to understand the structure of the organization, the needs and goals of the business stakeholders, and the various problems being faced by their employees.
- Prepared and delivered a detailed “findings document” to the stakeholders that communicated my understanding of the results from each workshop session. The report contained applicable UX client deliverables (user personas, content matrices, user

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stories, IA diagrams, recommendation, next steps among other disciplines.)

- Manage and lead the team's efforts with the design, documentation and presentation of UX deliverables to the client. The deliverables included solution specification, sitemaps, high fidelity wireframes, a clickable prototype, design style guide, and a training manual among others.
- Assist in improving the internal operational processes and building business moral.
- Provided leadership support and advice to other consultants/team members.

2005 - 2014 **McGraw Hill Financial – Standard & Poor's**
Lead IA / UX Consultant
03.2014 – 05.2014

McCann Erickson / MRM Worldwide
Lead IA / UX Consultant
10.2013 – 01.2014

NBC Universal
Lead IA / UX Architect (Permalance)
07.2011 – 09.2013

Digitas
Lead IA / UX Consultant
06.2010 – 04.2011

Euro RSCG Worldwide
Lead IA / UX Consultant
04.2019 – 03.2010

G2 Digital & Direct / G2 Interactive
Head IA / User Experience (full time)
10.2006 – 03.2009

Harper Collins Publishers

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Senior IA / UX Specialist
02.2005 – 09.2006

1997 – 2005 **Co-Founded Insite Inc.**
(Interactive Agency in Barbados)
Chief Technology Officer / UX Principal

- Effectively assess client's e-business requirements. Consistently deliver online strategies and e-business platforms based on business/user requirements.
- Identifies areas for improvement, disseminate results, and implement recommendations.
- Design newsletter and administrative UI for the management of e-commerce and dynamic applications.
- Design navigational systems to accurately label and organize site content.
- Worked closely with non-technical business clients to create distributor and retail-focused websites for varying markets and audiences.
- Directed the strategic development and implementation of a wide variety of applications.
- Manage and lead development team and advice on the outsourcing of key projects meeting critical deadlines and maintaining a controlled and organized work environment.
- Implemented secure Web-based applications for insurance, reward/ information management systems, real estate, real-time reservation systems and advertising.
- Provide technical support to all departments, quickly resolving system and network problems.

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- Designed, developed and managed e-commerce business solutions and Web applications providing online marketing presence for corporate clients.

ACCOMPLISHMENTS

- Conducted strategic planning, design and development of first full-service (fee-based) interactive agency in Eastern Caribbean.
- Built relationships with over 35 blue-chip clients increasing revenue by \$ millions/US.
- Improve the operation of the Barbados Police Department through an online teaching and improvement seminar.
- Create better value for money and assisting clients in maximizing profits in a global marketplace.
- Increase profits for a leading supermarket chain by improving the efficiency of their inventory filing system and created a highly user-friendly online environment that offered their entire stock, free delivery of goods and double reward points with a partnering loyalty program enterprise.
- Implemented a customize EPR System for a major insurance brokerage firm (Lynch Brokers) to manage and import online claim submissions into their legacy offline office application. This decrease the time it took to input and process new claims, tremendously reducing administrative and support cost.
- Development of the Magna loyalty points rewards management, and redemption platform.
- Spearheaded the development of an online travel booking portal for an elite suite of hotels (*Flight, Hotel, Car, Restaurant, Local Information*).

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Education

Certifications/Professional Education:

- The Interaction Design Foundation (Ivy League Level Education)
(User Experience and Interaction Design - Learnt a range of user experience and interaction design related skills focusing on user research and user-centered design.)

Membership Certificate - <https://www.interaction-design.org/samuel-fitzgerald>
IDF Courses

- **Mobile UX Design Course Certificate – 09/2016**
(Distinction: Top 10% in class)
http://samueelfitzgerald.com/Certificates/Samuel_Fitzgerald-MobileUXDesign.pdf
- **Human-Computer Interaction (HCI) Course Certificate – 10/2016**
http://samueelfitzgerald.com/Certificates/Samuel_Fitzgerald-HCI.pdf
- **Get Your Product Used: Adoption and Appropriation – 11/2016**
(Distinction: Best in class)
http://samueelfitzgerald.com/Certificates/Samuel_Fitzgerald-Product_Adoption_Appropriation.pdf
- **User Research - Methods and Best Practices – 12/2016**
(Distinction: Top 10% in class)
http://samueelfitzgerald.com/Certificates/Samuel_Fitzgerald-UserResearch-MethodsandBestPractices.pdf

Barbados Community College *(Graduated 2001)*
AAS, Computer Science

University of the West Indies - *(Incomplete)*
(decided to pursue the AAS degree program for more detailed and practical syllabus around computer programming)
BS, Computer Science