

Leslie Waugh

UX Lead | Designer | Researcher | Manager

lesliewaughdesign@gmail.com

650-678-3623

LinkedIn: <https://www.linkedin.com/in/lesliewaugh>

Portfolio: heyleslie.com

Expertise

UX DESIGN AND DIRECTION

- Create user flows, wireframes, visuals and specification artifacts
- Integrate user experience disciplines within agile product lifecycles
- Facilitate intra-team collaboration sessions to translate user goals & business requirements into intuitive design solutions
- Lead creative development for both interaction and visuals designs as well as visual execution of global redesigns, campaigns & cross-platform products (web, desktop, mobile)
- Analyze products for experience opportunities & project knowledge gaps
- Lead design user acceptance testing, issue tracking & resolution
- Manage visual design for 35 corporate global websites, web-based enterprise applications, intranets & style guides
- Ensure support & translation of product strategies & corporate brand to experience initiatives
- Develop & lead user experience presentations and meetings

UX RESEARCH

- Evaluate user needs against business goals & development feasibility to determine project initiative priorities
- Develop and implement research program
- Conduct usability studies, client interviews, heuristic evaluations, task flow analysis and competitive analysis
- Concept design initiatives to address business & site challenges

TEAM & PROJECT MANAGEMENT

- Provide design direction, business insight & guidance to global team of senior, junior & contract designers
- Define priorities & manage resources across projects
- Manage team design project work-flow, schedules, scope, timelines & deliverables
- Mitigate project risks & ensure timely resolution of key design issues
- Conduct vendor/agency evaluations for large scale projects

- Developed redesign roadmap, project requirement document and project plan
- Facilitate and lead team to gain shared vision, milestones checks and approval across leadership team, UX, PM and engineering
- Directly manage client relationships in support of strategic & creative goals for both US & international markets

Tools I Use

Axure, Omnigraffle, Sketching, Photoshop, Post-it Notes, Illustrator, Loop11, SurveyMonkey, Whiteboards, JIRA, Team Collaboration, Visio, Morae, Brainstorms, PDFs, Sharepoint, Word, Excel, Powerpoint, Creative Thinking, Developers and Bookstores.

Resources

Mental Models, Measuring the User Experience, The Essentials of Interaction Design, Web Analytics 2.0, Remote Research, Card Sorting, Designing for the Digital Age, The Design of Sites, Six Thinking Hats, The Art of Possibilities, Presentation Zen, Back of the Napkin, Crucial Conversations

Employment

SYMANTEC

UX Team Lead, Mobility | May 2014 – Present

Product focus: Enterprise management for mobile devices and productivity apps

UX Team Lead, Norton Zone | January 2014 – April 2014

Principal UX Designer, Norton Zone | September 2011 – December 2013

Product focus: Sync and share for enterprise and consumers

PAYPAL

Sr. Visual Design Consultant | May 2011 – September 2011

Product focus: Streamlining resolution center for merchants

FRANKLIN TEMPLETON INVESTMENTS

Senior User Experience Designer | July 2005 – May 2011

Visual Designer | February 2001 – July 2005

Product focus: Simplifying the digital experience for financial advisors, wholesalers and shareholders

EVITE

Designer | 1999 – 2001

Product focus: Online invitations

Education

University of California, Santa Barbara

BA History, 1994 – 1999

University of Sevilla, Spain

Abroad studies, History 1997 – 1998