DOMONIQUE BAUL DAVIS

**PROFESSIONAL SUMMARY**

UX designer with experience creating intuitive enterprise solutions. Agile background, excellent project management and customer service skills. Skilled at translating customer needs into actionable tasks and delivering end-to-end visual solutions. Self-motivated, creative, and comfortable working independently or in team sprints.

**EDUCATION**

**Michigan State University**Bachelor of Arts
Telecommunication Information Studies and Media Emphasis in Digital Media Arts and Technology

**TECHNICAL SKILLS**

Figma, Balsamiq, HTML, CSS, WordPress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Office

**EXPERIENCE**

**Creative Director (Freelance)**Tr3 Media Solutions | Detroit, MI | May 2013 – Present

* Lead sales meetings and discovery sessions to discern client requirements and showcase available products.
* Conceptualize, create, and oversee the execution of website redesign projects.
* Develop visually impactful advertising material for print, digital, and video platforms.
* Supervise a team of vendors and internal contractors for project management.
* Conduct client training sessions and facilitate hand-off meetings.

**UX Designer II**Intellectual Technology, Inc.| Fort Wayne, IN | July 2021 – June 2023

* Collaborated closely with project teams, including business analysts, solution architects, and developers, to understand requirements and ensure alignment with functionality and usability.
* Worked alongside the Business Analyst to assess existing business processes and systems, translating them into effective interface designs.
* Conducted requirement gathering meetings and brainstorming sessions with stakeholders to identify usability concerns and preferences.
* Analyzed user flows and processes to identify pain points and design solutions that enhance user experience.
* Led the visual design and usability aspects of projects, applying design patterns and conducting usability testing.
* Advocated for end-user needs and continuously improved product design and usability within budget constraints.
* Created sketches, wireframes, and mockups adhering to design standards and accessibility requirements.
* Reviewed mockups with Business Analyst and Technical Lead to ensure alignment with business and technical requirements.
* Provided guidance to the development team on UI/UX best practices and accessibility standards.
* Ensured compliance with design standards and accessibility regulations.
* Conducted usability and accessibility testing, incorporating feedback into design iterations.
* Facilitated usability tests with end users and adjusted screen designs accordingly.
* Advised developers on accessibility requirements and vulnerability remediation.
* Advocated for end-user needs and continuously improved product design and usability within budget constraints.
* Created sketches, wireframes, and mockups adhering to design standards and accessibility requirements.
* Reviewed user stories with Business Analyst and Technical Lead to ensure alignment with business and technical requirements.
* Provided guidance to the development team on UI/UX best practices and accessibility standards.
* Conducted usability and accessibility testing, incorporating feedback into design iterations.
* Facilitated usability tests with end users and adjusted screen designs accordingly.
* Advised developers on accessibility requirements and vulnerability remediation.
* Served as a liaison for product line.

**UX/UI Designer**Matrix Human Services | Detroit, MI | 2019 – September 2021

* Led the design and development of a client dashboard for 3,000 users, including wireframes, mockups, and brand guidelines.
* Managed donor and event landing pages that generated over $100,000 in fundraising awards.
* Contributed to brand awareness through web design and content management.
* Provided KPI stats and web analytics to the Vice President of Marketing and Development.

**UX/UI Designer Developer (Contract)**Ektello | Detroit, MI | 2019 – 2019

* Redesigned an employee benefits portal for General Motors, focusing on usability and visual appeal.
* Collaborated with cross-functional teams to deliver results in a fast-paced environment.

**Visual Designer (Contract)**American Society of Employers | Livonia, MI | 2019 – 2019

* Met production deadlines for marketing collateral and digital ads.
* Utilized the latest technologies for marketing campaigns.

**Product Designer**Raytheon Professional Services | Troy, MI | 2016 –2019

* Conducted website audits and created wireframes and mockups for automotive training programs.
* Designed high-fidelity media assets and instructional materials.
* Led the design of various training materials.

**Web Designer**CDK Global | Detroit, MI | 2013 – 2016

* Improved user interactions on 4,000+ dealership websites.
* Collaborated with Account Managers to boost audience engagement.
* Managed client requests using Salesforce CRM.

**Project Manager**Vanguard Community Development Corporation | Detroit, MI | 2011 – 2013

* Trained and developed a workforce of 100 students.
* Managed a large-scale community project and implemented cost-saving strategies.
* Documented marketing programs and process improvements.

**Web Administrator**Trouble Shooters Technical Support | Lansing, MI | May 2010 – May 2011

* Developed and supported corporate websites.
* Increased sales through branding materials.
* Provided customer service metric data.