David Haynes

DRIVING RESULTS THROUGH THOUGHTFUL LEADERSHIP IN PRODUCT DESIGN, RESEARCH & DEVELOPMENT

I have **25 years** experience in bringing web & mobile experiences to life. I bring a wealth of experience to the table having run my own startup to also leading UX initiatives in large Fortune 500 companies and even niche ad agencies.

EXPERIENCE

MANAGING PARTNER & CXO AURORA DIGITAL STUDIOS
Jan 1998 – Current (Freelance Role - Remote)

My primary role with Aurora Digital has always been to build the best experience possible for a wide range of clientele from Fortune 500 organizations to small startups utilizing both qualitative user research and quantitative analytics and insightful data.

Beyond the day-to-day management of all business operations, I lead both in-house and offshore design and development teams for Aurora Digital and as its portfolio of web properties.

From spearheading multiple initiatives in procuring new clients to working on a granular level in all facets of the business, I have driven hundreds of successful experiences to market.

SENIOR UX DESIGNER / IA FIDELITY INVESTMENTS
April 2020 – September 2024 (Hybrid)

During my time at Fidelity I led the UX initiative in the CRM space creating the best experience possible for sales and service associates to enhance their workflow and tools within the Salesforce product while utilizing the Lightning Design System & FDS.

I frequently conducted interview sessions with our associates to glean insights to help improve their experience. I made use of Figma for design and Mural/Miro for persona creation, affinity & journey mapping. I also contributed to larger design sprint initiatives, Product Roadmaps and the hosting of design flare sessions.

UI/UX CONSULTANT AMERICAN AIRLINES
September 2024 – March 2020 (Remote)

My duties included Research, UX Design & Prototyping in Figma, HTML/CSS template build and integration within Oracle's Eloqua CMS for the American Airlines Latin America Marketing Campaign.

See davidahaynes.com or my Linkedin profile to learn more about me.

CONTACT

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- Portfolio (Pass: benzi14)
- (469) 322-9612
- Flower Mound, Texas

ACCOLADES
- Associate of the Quarter - PI
- Excellence in Action
Fidelity Investments

SKILLS

- Team & Product lead
- Creative Direction & Mentorship
- Service, Product & UI/UX design
- User research
- Usability testing
- Project management
- HTML/CSS, Javascript, JQquery
- Salesforce, Magento, WordPress, Joomla, Drupal, Eloqua, Teamsites
- SF Lightning Design System
- Bitbucket, Github, JIRA, Confluence
- Figma, Axure, Sketch, Adobe XD
- Windows Server & Ubuntu (CLI)

All of my latest work including Fidelity projects can be seen within my Adobe Portfolio.

Password: **benzi14**

EDUCTION
High School Diploma – Class of 2000
Lewisville High School – Lewisville, TX

SOFTWARE EXPERIENCE
Figma, Axure, Sketch, Adobe XD, Framer X, Adobe Photoshop, Adobe Premier, Adobe Illustrator, Adobe AfterEffects, Windows, Mac, Windows Server, MySQL Workbench, Sequel Pro, Sublime, Visual Studio, SVN, GIT, CLI, PowerBI, MS Office Suite, Mural, Miro, Invision, Zeplin, BrowserStack, Webflow, WordPress, WooCommerce, Joomla, Drupal, Teamsites, PHPMyAdmin, X-Cart, ZenCart, CS-Cart, Invision Power Board, phpBB, Google Maps API, Salesforce (Sales, Service & Marketing Cloud), Lightning Design System, Mandrill, Basecamp, GitHub, BitBucket, JIRA, MailChimp, Vertical Responsive, Constant Contact, Grunt, Gulp, NPM, Bower, Composer, Flightplan, Google Analytics, A/B Testing, Pendo Analytics, Sitecore, SmartEdit CMS, Eloqua CMS

EXPERIENCE CONTINUED...

UX/UI ARCHITECT ANTUIT (ZEBRA TECHNOLOGIES)
April 2016 – June 2019 (Remote)

I led the UX design initiatives for Antuit's SASS AI solutions for Pricing, Supply Chain and Sales & Marketing within a variety of industries with a focus on heavy data visualization for the overall experience. Ongoing support and guidance for both onshore and offshore teams as well as translating retail business logic on a daily basis.

LEAD WEB / UX DESIGNER XPRESSDOCS
November 2013 – April 2015 (Onsite)

I led the overall UX design initiatives as well as a small UX team of designers in creating a new experience for XpressDocs customers to create and manage their collateral assets. This was done through a series of features for creating postcards, flyers and even image editing capabilities. I mentored UI/UX Designers on a daily basis while leading the team through multiple project launches.

DIRECTOR OF UI/UX ATAUCTION
March 2010 – November 2013 (Onsite)

I led all UI and UX initiatives including management of onshore and offshore design & development teams. My day-to-day duties included UX discovery, UX research and UX design of the AtAuction & Afes e-commerce auction web sites, all in-house branded watch & jewelry collection web sites and 3rd party reseller sites. Other responsibilities included HTML, CSS, JavaScript, XML, PHP, Java & MySQL development, marketing e-mail design & coding as well as SEO optimization for all sites. I led the team in daily and weekly scrums as well as personally oversaw quality assurance on all sites.

UI/UX CONSULTANT CREATIVE CIRCLE (MULTIPLE COMPANIES)
February 2009 – March 2010 (Hybrid)

I led the creation of the aa.com Newsroom portal via the Teamsites CMS, UI additions/bug fixes for Travelocity's "Orion" Site Management Console, Project Manager & HTML/CSS for Mannatech.com and e-mail template design for TargetBase.

WEB DESIGNER/DEVELOPER GETLEGAL
February 2008 – January 2009 (Onsite)

I led the discovery & creation of most attorney branded web sites. I utilized Adobe Photoshop for design and Adobe Dreamweaver for coding each site in a HTML/CSS build. I would then build each site out using WordPress and work with our SEO Manager for optimization. I also contributed to getlegal.com design efforts.

See davidahaynes.com or my Linkedin profile to learn more about me.

EXPERIENCE CONTINUED...

FRONTEND DEVELOPER TM INTERACTIVE
August 2007 – January 2008 (Onsite)

My primary role was building out a number of web portals and marketing campaign web sites using HTML/CSS. I worked with both the Creative Director and Web Manager on the builds for the relaunch of the Discover Network credit card portal as well as launches for Verizon and Nationwide micro sites.

UI ARCHITECT CONTENT PILOT, LLC.
August 2006 – January 2007 (Onsite)

I led the frontend development for all company sites and e-mail templates using HTML, CSS, JavaScript and light ASP.NET.

MULTIMEDIA & WEB DEVELOPER RONJON PUBLISHING
August 2000 – June 2001 (Onsite)

I led the design & development initiatives for all company sites as well as the successful launch of SelectTexas.com. I also created the multimedia presentations for the CDs used in each school book.

NETWORK / COMPUTER TECH HULCHER SERVICES
July 1999 – August 2000 (Onsite)

I was responsible for the creation and maintenance of the corporate Internet presence. I utilized Adobe Photoshop for design and NotePad for all HTML updates as well as ongoing tech support.

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