

# David Haynes

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## Objective

Creative Exploration, Product Design, Direction, Experience & Research

## Skills

Creative Direction, UI/UX Design, Product & Service Design, User Research & Strategy, Project Management, Graphic Design, HTML, CSS (LESS/SCSS), SEO, JavaScript, JQuery, AngularJS, Node, Gulp, Grunt, XML, JSON, D3/C3, PHP/MySQL, Lightning Design System.

## Software Experience

Figma, Axure, Sketch, Adobe XD, Framer X, Photoshop & Adobe Suite, Windows, Mac, Windows Server, MySQL Workbench, Sequel Pro, Sublime, Visual Studio, SVN, GIT, CLI, PowerBI & MS Office Suite, Mural, Invision, Zeplin, Webflow, Salesforce, WordPress, Joomla, Drupal, Teamsites, PHPMyAdmin, X-Cart, ZenCart, CS-Cart, IPB, Google Maps API, Salesforce (Sales, Service & Marketing Cloud), Mandrill, Basecamp, GitHub, BitBucket, JIRA.

## Experience

1998 – Current

### **Aurora Digital Studios (Remote / Freelance)**

*Title: Managing Partner & CXO*

- Creative Direction & Project Management
- IA, Product & UX Design, UX Prototyping/Interaction Design
- HTML, CSS, JS, JQuery, AngularJS, XML, PHP & MySQL
- Ongoing Maintenance of Systems (Servers & Network.)
- Sales, Marketing & Promotional Strategies Development

April. '20 – Sept 24' **Fidelity Investments – Fidelity TalentSource (Remote - Hybrid)**

*Title: Senior UX Designer / Information Architect*

- UX Design & Prototyping in Figma, Sketch, Invision and Mural.
- Conducted qualitative research and interviews, journey mapping, persona creation, IA and hosting of design sprints/flares.
- Led UXD efforts for phone and branch associates to enhance their workflow and tools within the Salesforce product utilizing LDS.
- Responsible for leading UXD efforts across 5 CRM teams.
- Named Associate of the Quarter for Q1 2023.

Sept. '19 – March 20' **American Airlines – Creative Circle (Remote)**

*Title: Contractual / UI/UX Consultant*

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

- April '16 – June '19 **Antuit, Inc. (Remote)**  
*Titles: UI/UX Architect*
- High Level IA, UX Design, UX Prototyping/Interaction Design
  - Creative Direction, Design System Creation
  - HTML5 / CSS (LESS, SASS, Bootstrap 3/4) Development
  - Responsive & Mobile Web Optimization Development
  - JavaScript, JQuery, AngularJS, D3 (For Data Visualization)
  - Node/NPM (CLI), Grunt, Gulp, Bower, Composer, etc.
  - Duties include User Research, User Experience / User Interface creation of various SASS solutions for Pricing, Supply Chain and Sales & Marketing within a variety of industries. Working with Axure, Sketch, Adobe XD & Framer X for Rapid Prototyping / Wireframing, Frontend development, ongoing management, support and guidance for both onshore and offshore teams.
- Aug '15 – Jan '16 **Premier SSG, LLC. (Remote)**  
*Titles: Contractual / UX Team Lead*
- High Level IA, UX Design, UX Prototyping/Interaction Design
  - HTML5, CSS (LESS), JavaScript, JQuery, JSON, Node.js
  - Project Management & Organization Duties
  - Overall UI/UX build for the Portico health exam application.
- June '15 – Aug '15 **Fossil – AIM Consulting Group, LLC.**  
*Title: Contractual / Lead WordPress Developer*
- HTML5, CSS3, JavaScript, JQuery, JSON, PHP, MySQL
  - Project Management & Organization Duties
  - Custom WordPress bootstrap theming, WooCommerce and Advanced Form Field plugins integration
  - Light PHP/MySQL development, Image Service (PHP) integration and integration
  - Input content for the multilingual versioned site.
- Nov '13 – April '15 **XpressDocs, LLC.**  
*Title: Lead Web / UX Designer*
- High Level IA, UX Design, Graphic Design, E-Mail Design
  - HTML5, CSS3, SEO, JS, JQuery, XML, JSON, PHP, MySQL
  - UX Team Direction, Project Management & Organization Duties
  - Duties included research, design, development and management of various E-Mail Marketing & Auto generated templates, Micro Site Creation, WordPress Theme Creation & Management, Shopping Cart UX/UI Redesign, Image Editor UX/UI Redesign, Web Service Integration & Creation, QA/UAT, Minor PHP Code updates and general updates for corporate web presence.

- March '10 – Nov 13' **AtAuction / Always At Market, Inc.**  
*Title: Lead Web Designer / UX / Webmaster*
- High Level IA, UX Design, Graphic Design, E-Mail Design
  - HTML5, CSS3, SEO, JS, Flash, XML, PHP, JAVA, MySQL
  - Development Team Direction & Project Management
  - Duties included discovery/research, design, development and management of all E-Mail Marketing Campaigns, Brand Site Marketing, Social Network Management, Storefront Management, Product Data modeling & feed analysis for Storefronts, WordPress Theme Creation, Brand Site Creation/Backend Platform development, management of all corporate web presences, mobile site development (responsive/adaptive techniques) and direction of both in-house and off-shore design and development teams.
- Feb. '09 – March '10 **American Airlines, Travelocity, Mannatech & TargetBase – TCG**  
*Titles: Frontend Dev (AA) / Web Designer (TVL) / Project Manager (MT)*
- Graphic Design, HTML, CSS & JavaScript Development
  - Project Management & Organization Duties
  - Implementation via Teamsites (IW)
  - Duties included development of the aa.com Newsroom, UI additions/bug fixes for Travelocity's "Orion" Site Management Console, Project Management & HTML/CSS for Mannatech.com and e-mail template design for TargetBase.
- Feb. '08 – Jan '09 **Get Legal / The Attorney Store**  
*Title: Web Developer*
- Web Site Layout Design / Graphic Design
  - Project Management
  - HTML, CSS & JavaScript Development
  - Duties included design & development of client web sites.
- Aug. '07 – Jan '08 **TM Advertising**  
*Title: Contractual / Frontend Developer*
- HTML, CSS & JavaScript Development
  - Primary role included re-building the HTML & CSS of the Discover Card Network web site and the creation of several Verizon/Nationwide micro sites.
- Aug. '06 – Jan '07 **Content Pilot, LLC.**  
*Title: Contractual / User Interface Architect*
- HTML & CSS Development
  - UI Edits of ASP.NET code
  - UI Coding of various Dynamic and Static web sites as well as a number of e-mail templates for various marketing campaigns.

- Aug. '01 – Nov. 11' **Central Mississippi Planning & Development District (CMPDD)**  
*Title: Contractual / Web Design & Development*
- Creation & Maintenance of Agency Internet Presence
  - Creative Direction / Web Layout Design / Graphic Design
  - HTML, CSS, JS, Flash, ActionScript, XML, PHP & MySQL
- Aug. '00 – June '01 **RonJon Publishing, Inc.**  
*Title: Multimedia & Web Developer*
- Web Layout & Graphic Design, HTML Development & Flash
  - Multimedia cross-platform CD Creation
  - Design & Development of Corporate site & SelectTexas.com
- July '99 – Aug. '00 **Hulcher Services, Inc.**  
*Title: Network / Computer Technician*
- Creation & Maintenance of Corporate Internet Presence
  - Technical Support / Computer Hardware Technician
  - Web Site Layout Design, Graphic Design & HTML Development

## Education

- 1996 – 2000 High School Diploma – Class of 2000  
 Lewisville High School – Lewisville, Texas

## Achievements & Accolades

- 2023 Fidelity Investments – Associate of the Quarter (Personal Investing) – Q1
- 2022 Fidelity Investments – Excellence in Action (EIW) Award – Q1
- 2015 XpressDocs Q2/Q3 Quarter Launch Award (Online Image Editor - JS/JQuery/UX/Design)
- 2007 Rankin EOC web site featured in Rankin County Newspaper – Rankin County, MS
- 2006 City of Pelahatchie web site featured on WJTV News – Jackson, MS  
 City of Pelahatchie web site featured in Rankin County Newspaper – Rankin County, MS
- 1999 Top 5 Webmaster Award (For Design of Gaming related web sites.)  
 Westwood Studios – Las Vegas, Nevada

## Portfolio

My online portfolio can be found at [www.davidahaynes.com](http://www.davidahaynes.com).

## Key Experience

Below is a list detailing my key competencies and experience I bring to the table.

- Platform agnostic, can work on either MAC or PC.
- Extensive UX Design & Prototyping Experience using primarily Axure but also Figma, Adobe XD, Sketch, Framer X and sometimes Adobe Illustrator or Photoshop.
- Experience in conducting UXR interview sessions, creating Mod Guides and facilitating Design Sprints and Flares.
- 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 utilizing the Lightning Design System.
- Extensive experience in Design for web sites, banners, e-mail, logos and flash
- Extensive experience in UI for the web, mobile, social media and e-mail marketing
- Directed design and development teams in both freelance and corporate environments, typically working with upper Management and/or Executive Staff) in translating business requirements into technical requirements and design documentation for future projects workflow
- Provided analysis and ways to improve overall UX based upon User analytics provided from both Google Analytics and internal report systems
- Key role in recommendations of new Marketing Initiatives & Strategies for various Brands throughout most every position held
- Key technology, library and framework competencies include; HTML5, CSS3, JS, AJAX, JQuery, JQuery Mobile, AngularJS, Bootstrap, XML, JSON, PHP, MySQL
- Solid understanding of GIT and the Command line.
- Great working knowledge of various JavaScript Package Managers and Deployment Tools such as Grunt, Gulp, Bower, Composer, Flightplan, etc.
- Experience in Brand lifecycle management from conceptualization, design, front end development, backend development all the way to QA and launch, aka "Brand DNA"
- Name Brand development experience: Discover Network, Verizon Superpages, Nationwide, Travelocity, American Airlines, AAFES, Market America / Shop.com
- Over 10 years experience in e-commerce design & development working on sites as large as AAFES, AtAuction.com and Shop.com. Knowledge with off the shelf e-commerce packages such as Zen Cart, Magento, X-Cart, etc. Deep knowledge of data modeling and feed setup for listing and selling product on Amazon, Newegg, SEARS.com, Nextag, Pricegrabber, Buy.com, etc
- Played a key role in the development, management and launch of 14 International web sites for the Mannatech brand via Teamsites (IW) CMS
- Development and documentation for company Wikipedia and Style guides
- Experience with REST (example: implementing various Restful API such as FB Registration, JSON Update Feeds or writing a custom XML file that pulls an MP3 from a remote server into a local Flash player.)
- In-depth knowledge of current SEO trends & SEM tactics, consistently up to date with latest Search Engine algorithm updates
- Copy Writing experience, namely tweaking/adjusting copy for various client or brand sites to better reflect the brand and for improved user consumption
- Creative Writing experience with opinionated articles, several have been Slashdotted and have produced high value SEO for target audience
- Multimedia / Video Creation & Editing using Adobe Premier for various Online Series via YouTube (gamerzunite.com, carmod.net, etc.)