

Rico R. Burnett

SAAS Product UX/UI Designer

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I am a seasoned product designer with over 10 years of experience crafting high performing designs across mobile and web. I have succeeded at designing effective personalized experiences. Shipping products and features across various industries has trained me to be adaptable and innovate. I thrive in collaborating with cross-functional teams to deliver connected solutions that make a positive impact on user engagement together with business goals. I balance user needs effectively with objectives and key results. I've also mentored other designers, helping them take steps toward growth and improving design by establishing helpful processes and frameworks. My ultimate goal is to leverage my experience and design prowess to contribute to the company mission.

Work Experience

Senior UX Designer

The Home Depot - Remote

May 2022 to Present

Accomplishments:

- Led UX initiatives for order management of The Home Depot's PRO experience impacting over 14 million subscribers
- Strategizing the fulfillment, delivery and ordering experience for The Home Depot PRO customers and associates nationwide
- Designed a 0 to 1 product solutions for internal associates to provide white glove service and improve overall customer experience through enhanced order visibility
- Collaborate cross functionally with with product management, business partners and software engineers to create successful product solutions and features
- Previously led UX efforts focused for the organizations HR Enterprise SAAS software for over 500,000 internal users to improve the employee experience for associates nationwide
- Conduct virtual and in person research to better understand what defines the best in class experience for associates at all levels of the company and proxtra customers
- Tackle complex problems and business processes that impact the organizational goals for employee satisfaction and growth

Skills Used:

Figma, JIRA, Confluence, They Do, Miro, Remote and In person Workshopping, Creative Storytelling, HTML5, CSS3, Wire- framing, User Research, Usability testing, Prototyping, Qualtrics, UserTesting, Enjoy HQ, Pendo, Data Visualization, Design Systems, Research Planning

Product UX Designer

CENTRL Inc - Remote

March 2021 to May 2022

Accomplishments:

- Led the design of end-to-end flows for new features across various product suites for international B2B products that solve complex problems for advanced use cases
- Collaboratively designed successful solutions with my product team, engineering and upper management on an international scale
- Conducted remote UX workshops and research with clients stateside and internationally to better understand their problems and use cases to design solutions that meet the most critical issues and prove useful across various use cases
- Designed and managed style guide to maintain a consistent look and feel for all aspect of the UI designs
- Designed unique interaction patterns for complex use cases that are highly reusable
- Improved the existing UI components and layouts implemented in order to modernize and enhance the ease of use of the product offerings
- Defined new design patterns to enhance the cohesive understanding of how the platform works for various subscriber types
- Documented research results, design patterns and new features for ongoing improvement and historical understanding our product and use cases

Skills Used:

Sketch, Marvel App, JIRA, Confluence, Adobe Creative Suite, Adobe XD, Balsamiq, HTML5, CSS3, Wire- framing, User Research, Usability testing, Prototyping, Invision, Remote UX Workshopping

UX Designer & Marketing Specialist

HomeSphere - Lakewood, CO

November 2018 to March 2021

Accomplishments:

- Led the UX/UI Design of 4 web apps and the public facing site for different audiences in the construction industry
- Conduct UX workshops with members of various teams, clients and upper management
- Conduct in-depth UX Research with customers to understand pain points and areas where our product could provide greater value
- Designed a product that grew the SAAS subscriber base by 92% by not only leading design on the overall solutions but also producing converting marketing campaigns on the public site and in custom designed emails
- Collaborated closely with product management, senior management, engineers and marketing to define solutions for customers and how to relay the message of value while offering functional designs that keep the brand cohesive
- The apps I designed received 3 awards from ConstrucTech magazine for being innovative game changers in the construction industry
- Conducted in depth user research on customer needs, wants and pain points to identify the most valuable solutions for customers
- Designed a highly efficient construction rebate platform that also served as a highly targeted lead generation platform in the B2B construction space
- Defined a customer success solution that brought all of the management of all the related apps into one management framework for internal teams to provide a better customer service experience
- Designed a modern and clean website that used UX strategy to convert site visitors to SAAS subscribers in B2B home construction
- Created a cohesive experience that included initial and follow up email communication, public site visits, conversion, marketing materials and application experience upon winning any new subscriber
- Collaborated with stateside and international teams for engineering high quality solutions in an agile environment

Skills Used:

Adobe Creative Suite, Adobe XD, Balsamiq, HTML5, CSS3, Wordpress, Wire-framing, User Research, Usability testing, Prototyping, Watson, LinkedIn Ads, Google Ads, Invision, In-Person UX Workshopping

Digital Marketing Specialist

HomeSphere LLC - Lakewood, CO

October 2016 to November 2018

Accomplishments:

- Lead digital marketing efforts and UX for 4 new applications and public facing website for B2B SAAS products and services with multiple customer types
- Generate leads through advertising, email marketing and public site UX strategies to generate conversions
- Conduct UX research with clients and workshops with internal stakeholders
- Build and manage all attributes of digital media for the organization
- Code custom web pages and emails for marketing
- Design and layout all artwork, including print media, video, music production, narrations and animation for advertisements
- Designed an extensive content library for sales and marketing efforts across the organization

Skills Used:

Adobe Creative Suite, Adobe XD, Balsamiq, HTML5, CSS3, Wordpress, Wire-framing, User Research, Usability testing, Prototyping, Watson, LinkedIn Ads, Google Ads, Invision, In-Person UX Workshopping

Graphic / Web / Multimedia Designer

Propeller Multimedia (Freelance) - Thornton,

CO October 2011 to October 2018

Accomplishments:

- Founded a multimedia design company that served various brands
- Lead and managed photography and videography team on various projects
- Defined brand identities for upcoming brands
- Designed and built websites for various clients
- Made high quality decisions quickly in order to win new business and offer great solutions to customers

Skills Used:

Illustrator, 2d drawing, Photoshop, Marketing, Premiere, After Effects, UX and web design, Dreamweaver, Sketching, Videography, Html, CSS, Email Marketing, accounting, contract writing

Graphics / Marketing Designer

Artisan Rug Gallery - Denver, CO

December 2013 to October 2016

Accomplishments:

- Set a new standard for the process of inventory photography for the store that is still used to this day
- Managed social media for the brand and created photography to allow for online promotion
- Started as an inventory manager and moved to marketing and graphics leader
- Strategize with the management team to promote new product lines through email marketing, website management and print advertisement
- Successfully planned designed that were used in impactful ways that upbuilt the brand in a positive light and refreshed the look and feel of the product to compete with local and internationally known brands in popular magazines
- Lead all design efforts for advertising the services and brand to an affluent customer base and the professional interior design community

Skills Used:

Illustrator, indesign, Photoshop, inventory, website management, customer service, office software, photography and sales.

Education

AAS in Web Design

Front Range Community College - Westminster, CO

Certifications and Licenses

User Experience Design - General Assembly

User Experience Design Certification. Training in team environments regarding strategy, research, wireframing, prototyping, facilitating and pitching

Skills & Software

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|-------------------------------|---------------------------|--------------------------------|
| • UI/UX Design (7 years) | • Adobe XD (7 years) | years) |
| • User Interface (10+ years) | • SAAS (7 years) | • Jira (7 years) |
| • User Research (7 years) | • Data analysis (7 years) | • HTML5 (10+ years) |
| • Usability Testing (6 years) | • UX patterns (7 years) | • CSS (10+ years) |
| • Web Design (10+ years) | • InVision (6 years) | • Digital Strategy (10+ years) |
| • Sketch (3 year) | • Balsamiq (4 years) | • Product Launch (5 years) |
| • Wire-framing (10+ years) | • Data visualization (7 | |

- Product Development (7 years)
- Graphic Design (10+ years)
- Application Development (7 years)
- Adobe Creative Suite (10+ years)
- Illustrator (10+ years)
- Photoshop (10+ years)
- WordPress (10+ years)
- Video Editing (10+ years)
- Video Production (10+ years)
- Digital Media (10+ years)
- Branding (10+ years)
- Agile (7 years)
- CSS (10+ years)
- Layout Design (10+ years)
- Responsive web (10+ years)
- Visual design (10+ years)
- Interaction design (7 years)
- Information architecture (7 years)
- Photography (10+ years)
- Typography (10+ years)
- Multi-Channel Marketing (7 years)
- E-commerce (7 years)
- Content management systems (10+ years)
- Mac OS (10+ years)
- Presentations (7 years)
- Microsoft Office (10+ years)
- Indesign (10+ years)
- Google Analytics (7 years)
- SEO (7 years)
- Marketing (10+ years)
- Excel (10+ years)
- Powerpoint (10+ years)
- Product Marketing (9 years)
- Digital Marketing (10+ years)

Portfolio Link

<https://www.ricoramon.com>

Publications

Making an Area Rug the Star of the Show

<http://www.mountainliving.com/Decor/Making-an-Area-Rug-the-Star-of-the-Show/>

June 2016

Article highlighting a company I am working for and their products. I wrote the copy and organized the article to give an understanding to the importance of rugs to interior design.