

DORIT RICHARDSON

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PRODUCT & USER EXPERIENCE DESIGNER

Innovative and resourceful designer with over ten (10) years of expertise in software engineering at top Bay Area companies, translating ideas into design solutions that deliver business results and empower users.

- Expertise in analyzing product requirements for complex and challenging projects and delivering design solutions that balance user needs, business goals, and technical feasibility.
- Strong technical background and comprehensive experience in all phases of the Software development lifecycle, including analysis, design, development, QA, support, and analytics, in Agile and Waterfall environments.
- High level of attention to detail, analytical thinking, and problem-solving skills. Ability to prioritize, communicate effectively, and work collaboratively with cross-functional engineering, product management, and business teams.
- Vast exposure to a variety of products and applications including eCommerce, B2B, Infrastructure tools, Merchant Servicing, Compliance, Digital Business Payments, SSL Certificates, Sales Forecasting, and Enterprise applications.

DESIGN SKILL SET

UI/UX Design – Product Design – Interaction Design – Interactive Prototypes – Wireframes – Task Flow Diagrams
Information Architecture – User-Centered Design – Requirements Gathering & Analysis – Use Cases
Features and Scope Definition – Responsive Web Design – Gap Analysis – Functional Specs

Design Tools: Figma, Axure RP, Adobe Creative Cloud, Balsamiq, InVision, Sketch, Zeplin

Technical background: HTML5/CSS3, Java, JavaScript ES6, React, RESTful APIs, RDBMS, SQL

PROFESSIONAL EXPERIENCE

UX DESIGNER, WEB DESIGNER, WEB DEVELOPER; FREELANCING

2020–Present

Complete work for various projects entailing different web design and development activities, such as requirements gathering, research, analysis, prototyping, creating and installing new WordPress websites, and direct communication with stakeholders. Sample projects:

- Upgraded and maintained a Web application I created a few years ago for my client's financial services firm, transforming an old, outdated corporate website into a modern responsive Web application where customers can receive information about services and products, register for workshops, schedule appointments, and download forms.
 - Added online calendar and newsletter opt-in, updated downloadable tax forms, and optimized for SEO and Marketing.
 - Analyzed and implemented ongoing FINRA compliance requirements for content, images, and features.
 - Implemented periodic upgrades and updates of Financial Calculators, Workshop Event Registration, and blog posts.
 - Upgraded software, themes, and plugins; monitored visitors' activity analytics and malware virus reports.
- Designed a web application to administer an audit of international standards for quality system regulations specific to the medical device industry (ISO 900/ISO 13485).
 - Performed research of the two ISO's and created design prototypes that were comprised of two different flows for the auditor's requirements and auditee's compliance actions in response to auditor's comments.
- Designed, created, configured, and implemented a new portfolio website with WordPress CMS. Installed themes, widgets, and plugins. Designed the navigation, menus, layouts, and structure of posts and pages. Created all images and content.

UX/PRODUCT DESIGNER, FRONT-END DEVELOPER; FACEBOOK/META – Menlo Park, CA

2018-2019

Worked with the social media giant on three (3) projects in two separate engagements.

- Sole designer on the Infrastructure Reliability Tools Team tasked with creating UI and interaction designs to improve the usability of infrastructure products used by Production Engineers to resolve production issues.

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- Collaborated with Data Engineers and Program Manager to create requirements and define UI scope and features.
- Designed, prototyped, and iterated on a new multi-level Filters section for a data visualization tool that helped in debugging Infrastructure service router dependencies issues for Production Engineering.
- Redesigned, prototyped, and implemented navigation and user flow for an existing web app that improved the usability and friendliness of the app and enabled Production Engineers to monitor and diagnose issues affecting the health of the infrastructure.
- Participated in the development of both projects using HTML5/CSS3, JavaScript ES6, React, RESTful APIs.
- Created a new workflow design solution for Infrastructure Logging that improved the events tracking process by consolidating multiple user interfaces into one user-friendly workflow that invokes back-end functionality.
 - Performed exploration, user research, requirements gathering, and gap analysis. Defined features, scope, interactions, and process flow. Created interactive prototype of the new workflow's UI and interactions to communicate designs.
 - Participated in the development of the new workflow using HTML5/CSS3, JavaScript ES6, React, RESTful APIs.

UX/PRODUCT DESIGNER; CONTRACT WORK – San Francisco Bay Area

2014-2017

PayPal: Provided UX design solutions for the Merchant Servicing UED team. Projects included:

- Competitive Analysis of User Feedback: collected samples of the different ways companies use to elicit feedback from users.
- Marketplace Holds: Designed and created a prototype to display funds held by each partner on the “Money” page that helps users understand where their money is, why it’s being held by PayPal, and what to do about it.
- Risk and Compliance Onboarding: created UI designs for onboarding merchants’ compliance app

Bill.com: Analyzed current processes and business objectives for a leading digital business payments company.

- Executed product design strategies by improving experiences for signup and onboarding, Security Verification, expanding the business network, and resolving account synchronization conflicts.
- Created interactive prototypes to communicate design solutions and validate proof of concept. Participated in user testing and helped create use cases and test scripts.

Symantec Corp.: Created design solutions for the Trust Services SSL Certificate line of products. Projects included:

- Analyzed and documented user flows for purchasing SSL Certificates of SMB and eCommerce products.
- Created UI, user flows and interaction design solutions to streamline purchasing flows.

WEB ANALYTICS ANALYST; CISCO SYSTEMS – San Jose, CA

2013-2014

Implemented web metrics solutions enabling the marketing team to track and optimize performance and engagement.

- Examined and analyzed content, navigation, user flows, and interactions of major websites and applications (web, mobile, and eCommerce), to optimize web metrics and implement analytics tags.
- Analyzed web metrics reporting capabilities and designed a solution to minimize custom tagging efforts for the Web Metrics team, vendors, and service providers.

UX/PRODUCT DESIGNER and DEVELOPER – San Francisco Bay Area

2004-2012

Software Engineer III - Walmart Global eCommerce: Six (6) years of experience as a member of the Engineering Web Checkout team, working closely with Product Design team to implement and develop complex features and functionality of Front-end UI components - Product page, Shopping Cart, Checkout flow, and My Account, using HTML/CSS and Java/J2EE.

BBC Technology: Sole ownership of a new Administration application that enabled configuration management of media devices for an award-winning media application. Designed and prototyped using HTML/CSS and developed in Java/J2EE.

EDUCATION

- UX Design Certification with Interaction Design & Mobile Design Specialties, Nielsen Norman Group (NN/g)
- Web and Interactive Media Design, University of California, Santa Cruz Extension
- UI Design Certificate, California Institute of the Arts through Coursera
- Internet Programming and Development Certificate, University of California, Santa Cruz Extension
- Computer Programming & Operations Certificate, Control Data Institute, Los Angeles, CA