

Desarae is a Principal User Experience Architect having over 18 years of user interface design (UI), information architecture (IA), accessibility compliance (508 & UK), user-centered design (UCD), front-end development, user testing, product development, process implementation, strategic planning, illustration, content development, field marketing, social media management, search engine optimization (SEO), vendor relationship management, sales, training and marketing experience.

Delivery Highlights

- Direct content strategy, tone of voice and related branding guidelines
- Manage contracts, vendors, and freelancers
- Create process plans, content, campaigns, and strategy from scratch
- Lead focus groups, user testing and UX process integration
- Contribute designs and front-end development
- Strategic direction of visual and technical design
- Lead discussion on vision of company products
- Participate in ongoing design, user research, information architecture, and user testing
- Communicate with international teams, c-level executives, and key stakeholder to understand business needs
- Lead initiative to develop an internal pattern library/design system

Management Highlights

- Lead planning, design, and long-term strategy for international teams
- Set & maintain budgets, scheduling, roadmaps and timelines
- Lead strategic goal setting for clients
- Write proposals and contracts for clients and generate ideas through brainstorming sessions
- Source potential partnerships and vendors
- Mentor team members and provide ongoing reviews and guidance for design best practices and accessibility
- Managing schedules with specific parameters for execution including training/reports

Position Timeline

Paragon Principal UX Architect 2020-2022
WorldAware Principal UX Architect II 2018-2020
Anheuser-Busch Weekend Field Marketing Manager 2019
Ness/Pearson Principal UX Architect 2018
Telligen/Paragon Senior Program Analyst 2018
Meredith (MXM)/Paragon Tech Lead/Sr. Front-end Dev. 2017
Sammons/Aureon Sr. UX Consultant
General Dynamics Information Technology 2012-2017
Destenaire Part-time Travel Writer 2014-2015
CDS Global Senior UI Designer 2010-2012
Live Nation Entertainment Event Assistant 2011
Team Enterprises Designer 2008-2010
August Ash SEO 2008
Risdall Marketing Group Interactive Art Director 2008
MyFreeEstimates.com Creative Director 2007-2008
Tile x Design Design Intern 2007
Starbucks Supervisor 2007
U.S. Marketing & Promotions Brand Ambassador 2001-2007
Gage Marketing Design Intern 2007
Cheetah Graffix Graphic Designer 2004-2006

Skills

Jira, SharePoint, Confluence, MS Office, Adobe Creative Suite, Visio, Balsamiq, GSuite, Zoho, WordPress, Liferay, Magento, Joomla, XMind, Jamboard, Sketch, Mindly, Facebook/Google Ads, SEO, CMMI, Salesforce, MailChimp, Analytics, Drupal, Blogger

Code Languages/Framework

HTML, HAML, CSS, SASS, LESS, Material, Bootstrap, AntD, Angular, jQuery, Javascript, PHP, WIKI

Industries

Healthcare, Financial, Digital Agencies, Entertainment, Public Relations, Government, Military, Energy, Retail, Real Estate, Legal, Agribusiness, Field Marketing, Alcohol, Distribution

Education

PhD, HCI, Iowa State University 2016-Present; BFA, Art and Design, Iowa State University 2004-2007; Associates in Science, Des Moines Area Community College, 2001-2004

Blog: www.DesaraeVeit.com

Full Experience: www.linkedin.com/in/Desarae

Portfolio: www.DesaraeV.com