

# Nathaniel Platts

## UX Designer

WWW.NATHANIELPLATTS.COM



**Portfolio:** [nathanielplatts.com](http://nathanielplatts.com)

**LinkedIn:** [linkedin.com/in/nathanielplatts](https://www.linkedin.com/in/nathanielplatts)

### INTRO

As a seasoned UX Designer with 20+ years' experience, my journey has led to various opportunities helping craft products across a broad spectrum.

Consider the shortlist below as these truths are what have made the rocky terrain meaningful, memorable and worth it all:

- Understanding the user and removing all pain points
- Crafting products from discovery through delivery
- Impacting customers lives for the better by demystifying complexity
- Data driven design that focuses on solving the real problem
- Fast-tracking users by quickly helping them complete their goals
- Making a sustainable product through productive collaboration
- Creating a seamless product end-to-end reaching self-transcendence

If you value these same truths, let's work together to make something amazing!

## SOFT SKILLS

- Collaboration, Empathy, Leadership, Emotional Intelligence, and Public Speaking.
- Cross-functional: Building powerful partnerships with different teams to solve problems.
- Speaking the language of business: Effectively communicating ideas that impact design and business outcomes to key stakeholders leading to lasting relationships.

## HARD SKILLS

- UX Design, UI Design, User Research, Data Analytics, Information Architecture, Typography, UX Writing, Motion Design, Animation, User Modeling, Brand/Content Strategy
- Contextual Inquiries, Affinity Mapping, Competitive Analysis, A/B Testing, Storytelling, Storyboarding, User Journeys, Wireframing, Lo-fidelity and Hi-fidelity Design and Rapid Prototypes, and Conversion Rate Optimization
- Managing Products/Teams, Enterprise and SaaS Experience, Agile Methodology, Scrum Framework, Rapid MVP Builds, Design Software Proficiency, Quantitative and Qualitative Research, Business Intelligence, DevOps, and Mobile Web Apps, Salesforce CMS customization

## INDUSTRIES

Big Data, IT, Retail, Food, Automotive, Gaming, Healthcare, Energy, Electronics, Pharmaceutical, Telecommunications, Tax & Accounting, Non-profit, Broadcast, Commercial Aviation, Insurance, Real Estate, Education & Learning Systems, Transportation Logistics, Social Networking, CMS and WMS

## SOFTWARE

**Project Management/Control Systems/Collaboration:** Aha, Lucid Chart, Jira, Confluence, Trello, Asana, GitHub, Basecamp, Abstract, Zapier

**Usability Testing/Research/Automation:** HotJar, UserTesting, UserZoom, MailChimp, Survey Monkey, HubSpot, Google Analytics

**Design Tools:** Adobe XD, Sketch, InVision, Studio, Axure, Figma, Principle, Framer, UXPin, Balsamiq, Flinto, Marvel, Webflow, Miro, Photoshop, Illustrator

**Development:** HTML5, CSS3, JavaScript, Bootstrap, WordPress, Magento

**Devices:** Desktop, Mobile, iOS, Android

**Motion Graphics • 3D:** After Effects, Premiere, Blender, Cinema 4d, Maya

## **AWARDS & RECOGNITION**

### **2014 Innovation of the Year**

Individual Award from Ziosk — Trivia Game & Promo • Nov 2014

### **2016 Google I/O Presentation**

Creative Director - Ziosk Presentation • May 2016

### **2015 DMA Innovation Awards Winner**

Visual Designer - Content & Native Marketing • Oct 2016

## **REFERENCES**

By request only:

- **Omnitracs:** UX Director
- **Omnitracs:** UX Designer
- **Vex Robotics:** Director

## **EDUCATION**

### **Applied Graphic Design Technology Certification**

Collin College | January 1997 - July 1998 | McKinney, TX

## EXPERIENCE

### Senior User Experience Designer

Projekt202 – Contract

JULY 2021 — CURRENT | DALLAS

- Working as consultant to help redesign warehouse management system
- Efforts include working with Research to do contextual inquiries where we shadow workers to better understand their workflow. Data is then applied to affinity maps
- Created new approach and vision for the desktop among other things

### Senior UX Designer

Omnitracs – Full-time

MAY 2020 — JULY 2021 | DALLAS

- Tasked to redesign the primary Omnitracs services portal that manages 100+ applications
- Created new template for which all apps would follow to give a consistent look and feel
- Working with the UX team we developed a new Design System to support all apps
- Created new brand content strategy using illustrations to add delight to the user
- Redesigned mobile navigation application used by companies like FedEx and UPS.

### Freelance

Platts Design

JANUARY 2004 — PRESENT | DALLAS/FORT WORTH

- Competitive analysis, company objectives, roadmaps, customer needs, pain points
- Analyze data, research, strategy, personas, experience mapping, storyboards, UX writing, wireframes, user flows, lo-fidelity prototypes
- Developed and delivered fully functional hi-fidelity prototypes

### UX Designer

Salesforce + Blue Cross Blue Shield - CONTRACT

FEBRUARY 2020 – APRIL 2020 | REMOTE

- Short-term project focused on helping lead the mobile design front for Blue Cross Blue Shield based on Lightning Design System; additionally, created landing screens for maximum impact
- Daily scrum with 20+ person team working with UX team and engineering to take discovery insights and turn them into actionable delivery assets
- Complex problems required innovative solutions to overcome many technical challenges

### **Lead UX Designer**

Vex Robotics - CONTRACT

JANUARY 2019— DECEMBER 2019 | GREENVILLE, TX

- Tasked to lead UX efforts for various ss and services
- Worked cross-functionally with Engineering, Software Development, Product and Marketing
- Designed new UX/UI for software coding program, working closely with developers; Coded front-end: ReactJS, JS, HTML5/CSS3 (software launched summer of 2019)
- Redesigned STEM Labs educational interactive curriculum (currently in development)
- Designed new Vex website delivering proof of concept, hi-fidelity prototypes
- Case Study: [https://nathanielplatts.com/?portfolio\\_page=vex-robotics](https://nathanielplatts.com/?portfolio_page=vex-robotics)

### **Lead UX Designer**

7-Eleven Corporate - CONTRACT

NOVEMBER 2018 - DECEMBER 2018 | IRVING, TX

- Contract position tasked to redesign new 7-Eleven mobile app
- Conducted research, analyzed data, developed roadmap strategy, storyboards, UX writing
- Designed numerous iterations, sketches, wireframes, lo-fidelity prototypes
- Case Study: [https://nathanielplatts.com/?portfolio\\_page=7-11](https://nathanielplatts.com/?portfolio_page=7-11)

### **Senior UX Designer**

Thomson Reuters - CONTRACT

JUNE 2018 - NOVEMBER 2018 | CARROLLTON, TX

- Contract position tasked to design new SaaS tax software auditing system

- Collected data, storyboards, UX writing, moderated user testing, design libraries
- Delivered sketches, wireframes, lo-fidelity flows, fully functional prototypes

### **Information Architect**

GM Financial - CONTRACT

MARCH 2018 - AUGUST 2018 | ADDISON, TX

- Contract position tasked design IA for GMF initiatives including website
- User research, analyze data; strategy, wireframes, UX writing, sitemaps
- Designed/developed/delivered sketches, wireframes, user-flows

### **UX Designer**

Healthmine - CONTRACT

AUGUST 2017 - FEBRUARY 2018 | DALLAS, TX

- Worked with UX team, daily stand-ups, designed new on-boarding experience
- Created motion graphics presentation for Sales winning business
- Led innovation and discovery efforts to redesign the primary app
- Case Study: [https://nathanielplatts.com/?portfolio\\_page=hm-memberportalredesign](https://nathanielplatts.com/?portfolio_page=hm-memberportalredesign)

### **UX Designer**

RMG Networks - CONTRACT

JUNE 2017 - AUGUST 2017 | ADDISON, TX

- Contract position tasked to design new UX/UI for KorbytGo enterprise app
- App worked as a tool to align business to employee (B2E) communication, E2E, E2B etc.
- Use case: Coca-Cola uses this app to accomplish a multitude of tasks

### **Lead Designer (Full-time - 7 Years)**

Ziosk Inc.

FEBRUARY 2010 — JANUARY 2017 (7 YEARS) | DALLAS, TX

- Led design efforts helping company create momentum from start-up to maturity
- Crafted strategies, solutions, stories, UX patterns, user journeys
- Created sketches, storyboards, end-to-end digital experiences

- Lo-fidelity prototypes, iterations, analyzing data, fully functional prototypes
- Worked cross-functionally across organization
- Case Study: [https://nathanielplatts.com/?page\\_id=680](https://nathanielplatts.com/?page_id=680)

**ZIOSK ACHIEVEMENTS:** Created winning digital experiences and strategies that generated significant lift across KPI's, metrics and annual revenue; Designed Ziosk tablet concepts, Trivia game, over 20 restaurant proof-of-concepts, the Ziosk logo and branding

### **Web Designer**

GameStop - CONTRACT

JULY 2009 — DECEMBER 2009 | GRAPEVINE, TX

- Designed micro-sites, email campaigns and presentations
- Worked with design team to outline objectives and meet deliverables

### **Digital Designer/Illustrator**

Verizon - CONTRACT

JANUARY 2009 — JUNE 2009 | IRVING, TX

- Created new user interface for FiOS TV
- Worked with Creative Director and software development to meet objectives
- Illustrated numerous icons for new apps

### **Art Director**

IMC2 - Agency - CONTRACT

APRIL 2007 — JANUARY 2008 | DALLAS, TX

- Designed websites, banner ads, presentations
- Primary efforts working on Diet Coke account

### **Visual Designer**

Blockbuster - CONTRACT

APRIL 2006 — MARCH 2007 | DALLAS, TX

- Designed banner ads, micro-sites, presentations, DVD library queue, icon illustrations
- Created successful banner ads that generated lift on KPI's

- Designed packaging sleeves for DVD's rented through blockbuster online

### **Lead Multimedia Designer**

Targetbase - Agency

AUGUST 2003 — DECEMBER 2004 | IRVING, TX

- Clients: Fisher Price, Shell Oil, Gerber, General Electric
- Created multimedia on successful pitches for companies like Proctor & Gamble

### **Interactive Designer**

Advocare

MAY 2001 — JULY 2003 | ADDISON, TX

- Gathered and analyzed requirements to create look of websites
- Developed conceptual ideas, designed layouts, web maintenance
- Designed packaging, t-shirts, logos, and illustrations from concept to delivery

### **Multimedia Designer**

Tribal DDB - Agency

MAY 2000 — MAY 2001 | IRVING, TX

- Clients: Mountain Dew, Pepsi, Verizon, Air Force
- Animated online webisode cartoon series for SunSoy account
- Designed and developed digital experience for Version Kiosk

### **Intern/Designer**

Brainfood - Agency

DECEMBER 1998 — FEBRUARY 2000 | DALLAS, TX

- Clients: TGI Friday's, YUM Brands, Pizza Hut, K&B
- Worked closely with creative director and other designers
- Produced flash animations, developed concepts for websites