Ornette Coleman, omniosi@gmail.com, Bergenfield, New Jersey
USER EXPERIENCE (UX) DESIGN LEAD and FRONT-END DEVELOPER

I deliver website technology products, across devices, that meet business goals, are fast-loading, accessible to most users, and are high-ranking on search engines. I lead cross-discipline teams, internal and external, to data-driven goals.

EXPERIENCE

BLUETRITON BRANDS (formerly NESTLÉ WATERS)
WEBSITES MANAGER (formerly UX-UI DESIGNER), March 2020 to present:

- Manage multiple teams (IT Support, SEO, Analytics, Optimization, Designers, Developers, and QA) while leading one, direct report, Junior UX Engineer for a portfolio of as many as 17 Brand Websites in the United States and Canada.
- Maintain image, video, and text site content using Drupal and Shopify Content Management Systems (CMS) and PriceSpider and Mikmak SaaS for Offline and Online product purchase.
- Design and Code website redesigns, with re-usable component sections, for variety in page layout in Content Management Systems with Code Repository versioning.
- Lead websites optimization for Organic Search, Voice Search, and AA-level ADA compliance.
- Designed and led final development of an award-winning website landing page for a new product, Poland Spring Origin, that saw Organic Traffic rise as much as 294%.

NIKE
UX DESIGNER and APPLICATION ENGINEER, July 2016 to January 2020:

- Lead User Research to confirm, plan, and wireframe new features to improve a technology product service.
- Delivered Visual Design as clickable prototypes for testing, collaboration, and as a guide for product build.
- Coded new features in Angular JS as web app and for a custom extension for Adobe Illustrator and InDesign.
- Created a custom Google Material theme and an accessibility style guide for product design.
- Saved the company an estimated 3,000 work hours per year from one internal technology product feature delivered.

GREY GLOBAL GROUP
CREATIVE TECHNOLOGIST (formerly TECH LEAD), October 2012 - April 2015:

- Developed creative strategy for advertising through research and functional prototypes.
- Initiated partnerships with cutting-edge technology vendors.
- Created concepts, communicated with wireframes and user-flows, directing a team of User Experience Designers.
- Created code Development and Quality Assurance processes, including training documents and delivery checklists.
- Conducted compliance checks to prevent fines for false financial information display.

SKILLS

ADVANCED: Website Design, Mobile-First Website Coding (HTML, CSS, Javascript), Project Management, Team Leadership, User Experience Strategy, Image Retouching, Vector Art Creation, Media Optimization for Web,

PROFICIENT: Google Analytics, Website Animation, Motion Design, Sound Design, Code Repository Versioning.

EDUCATION

MASTER OF ARTS: DESIGN STUDIES, The University of the Arts London: Central Saint Martins College of Art & Design
BACHELOR OF FINE ART: GRAPHIC DESIGN, Howard University

AWARDS

THE SHORTY AWARDS, 13th Annual Industry Winners, By Design, UX/UI, Poland Spring Origin, 2020
ADWEEK AD OF THE DAY, Canon, May 24, 2011
CANNES SILVER LION, Promo & Activation category, Canon, 2010