

# Rahsaan Hunter | User Experience (UX) Designer

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## Design Philosophy

I'm a digital product (UX) designer, and my passion is building delightfully simple experiences with highly effective and collaborative teams.

## Education

### IDEO Design Thinking Bootcamp

Stanford University d.school

Fall 2015

Stanford, CA

### Bachelor of Science Program: Computer Science (4.0 GPA)

North Carolina State University

2011-2012

Raleigh, NC

### Bachelor of Science Degree: Biology (Magna Cum Laude)

Fayetteville State University

1995-1999

Fayetteville, NC

## Skills

Wireframing, Rapid Prototyping, User Centered Design Methodology, Design Thinking, Interaction Design, Information Architecture, Visual Design, Usability, Photoshop/Illustrator, Sketch, Axure, HTML, CSS, Agile

## Experience

### Senior UX Designer

TIAA-CREF

2013-Present

Charlotte, NC

- Reimagined goal-based investing and online financial advice experiences across desktop, mobile and native apps.
- Worked directly with business partners to create strategies, based on findings from quantitative and qualitative data analysis, to improve the usability and user engagement of several advice applications.
- Teamed with stakeholders to define target audiences, user goals/scenarios, and project requirements by participating in brainstorming sessions, competitive analysis, user research, and personas development.
- Collaborated with a team of other designers, editors, usability researchers, accessibility specialists, style guide/brand governance and creative directors to create consistent and intuitive world-class user experiences.

### UX Designer (Information Architect)

TIAA-CREF

2012-2013

Charlotte, NC

- Earned an expeditious promotion to Senior UX Designer by championing user-centered design principles throughout the company and advocating for simple and intuitive user interfaces.
- Gathered user data through methods such as analytics reporting, task analysis, and participatory design techniques and utilized that data to drive design decisions.

- Defined information architecture and interaction design for several complex web applications using page/user flow diagrams, site maps, and interactive wireframes created in Axure.
- Conveyed design concepts and deliverables to business partners through in-person and remote presentations as well as through detailed and easily understood documentation.
- Participated in user experience research interactively testing designs using low- and/or high fidelity prototypes.

## **Unrelated Experience**

### **Student: Computer Science (4.0 GPA)**

2011-2012

NCSU

Raleigh, NC

- Courses: Object Oriented Programming concepts-Java; Computer Organization and Assembly Language; Data Structures and Algorithms; Concepts and Facilities of Operating Systems; Statistical Methods; Database Management Systems; Programming C++; Calculus and Analytic Geometry II; Logic for Mathematical Sciences; Intro to Digital Design.

### **Qualified Professional**

2009-2011

A-Plus Absolute Care

Henderson, NC

- Provided psycho-educational activities for high risk intervention consumers. Activities included social skills training, behavioral and anger management systems, symptom recognition and management, wellness education, and work readiness training.

### **IT Recruiter**

2008-2009

TEKSystems

Raleigh, NC

- Built an understanding of clients' needs, programs, benefits, management structure, and advancement policies in order to effectively describe the value of becoming an employee of the client.

### **Real Estate Investor / Broker**

2006-2010

Century21

Raleigh, NC

- Lead the development project of a small-scale detached single family home neighborhood, where the homes were priced for first time home buyers, but included custom home features. All homes were contracted for sale within 30 days of listing and the entire project earned the investors over \$360k.

### **Supervisor / Provisioner**

1999-2006

WorldCom / Verizon Business

Cary, NC

- Configured and supervised a team of provisioners who configured logical routing of data communication lines (T-1, T-3, OC3, and OC12's) by designing the port routing from the appropriate Verizon Switch to the Central Offices of Local Exchange Carriers.

## **Affiliations**

Kappa Alpha Psi Fraternity, Inc.; Scale Agile Framework (SAFe) Certified