

Leslie M. Black
Senior User Experience Designer
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Objective: To develop and design powerful and thoughtful user experiences that will create a better future. I enjoy coloring outside the lines but maintain a methodical nature. I appreciate effectiveness and efficiency in both user experience and life. I believe in a growth mindset and that with unwavering effort and a good attitude anything can be accomplished.

Design Experience:

VML, remote

Senior Experience Designer

January 2023 - Present

- Lead and manage a team of UI designers, UX specialists, strategists and writers for two products and dozens of features within the Ford Service Reservation platform on the Ford Customer Service Division team
- Spearheaded the UX and UI design for comprehensive and innovative mobile Technician Portal tool for dealerships from discovery to launch, meeting adoption metrics and interaction targets for users every quarter
- Design using the Ford Motion Design System to create intuitive, efficient and seamless mobile and web user experiences that provide a feeling of effortlessness
- Collaborate with cross-functional Ford teams including product managers, developers, research strategists and business analysts to define design requirements and solutions that meet business objectives
- Translate discovery, research and concepts into user flows, features, wireframes, prototypes and high fidelity mockups to produce detailed UI specifications for developers to implement
- Utilize Amplitude Analytics to turn user data into powerful insights, creating new features to drive user adoption
- Perform expert communication and presentation skills to clearly articulate designs; independently move projects forward while keeping the team and key stakeholders informed
- Produce Figma prototypes as well as documentation for user testing, collect user feedback, implement validated ideas, iterate, make feature and design improvements for optimal user experiences

Experience Designer

May 2021 - January 2023

- Integrate into Ford Global Data and Analytics team to teach Human Centered Design methodologies
- Lead and manage a team of data scientists, subject matter experts, analytics research scientists and developers to create a centralized and interactive database for the management of cost savings ideas, system used by hundreds of employees, contributing to material cost savings
- Conducted extensive user interviews and synthesized findings to develop personas, user journeys and design research assets to establish user needs to develop a targeted product strategy
- Automated reporting for user groups, streamlined work flow, eliminated redundancy for tasks

The Woodward Company, Detroit, MI

Experience Designer

December 2020 - May 2021

- Complete redesign of existing website utilizing heuristic evaluation techniques and competitive analysis
- Developed intranet portal system of proprietary methodology for financial analysis and due diligence of assets

MeasureCare, remote

Experience Designer/Scrum Master

November 2020 - December 2020

- Enhancement of existing medical personnel communication platform mChat and mContacts
- Conducted user interviews, user testing, competitive matrix of industry
- Ensured project objectives were completed on time using agile methodology

Other Professional Experience:

The Woodward Company, Detroit, MI

Head Analyst

February 2020 - May 2021

- Research, prepare and finalize SBA, PPP and EIDL loan applications and forgiveness for businesses affected financially by COVID-19 pandemic
- Analyze comprehensive data to discover ideal candidates to invest in or purchase mid-size companies & add-ons on behalf of the seller while maintaining a fiduciary duty to client
- Develop communications and outreach; organize due diligence

Tractus Corporation, Austin, TX*Corporate Operations Manager*

October 2015 - December 2019

- Responsible for optimizing all aspects of company operations, improve margins.
- Required to be up to speed on industry & market trends, new technologies and innovative ideas.
- Develop and manage new projects, strategic planning and cross-functional collaboration.
- Managed all corporate accounting functions, marketing, HR related duties, maintain inventory, set up CRM software platform, manage corporate office

RetailMeNot, Austin, TX*Wellness Program Administrator/Facilities Associate*

September 2013 - August 2015

- Created and managed Corporate Wellness Program & Office Care; handled budget and staffing for both
- Promoted well-being throughout the company; boosted morale, cultivated RMS company culture
- Participated in large scale office buildouts and department moves

Starbucks Corporation, Austin, TX*Team Leader/Barista*

March 2007 - September 2013

- Ensured every customer was completely satisfied with all aspects of their experience
- Balanced speed & personalized service with customer volume; often serving 100 customers each half hour
- Develop firm understanding of corporate mission and identity; carry that out in every interaction

Education:**Front End Web Development Part Time Course**

General Assembly

User Experience Design Immersion

General Assembly

Bachelor of Science, Business Management

Western Governors University

Skills:

Figma, Miro, Keynote, Amplitude, Adobe Photoshop, Sketch, Industry Analysis, User Interviews, Usability Testing, User Journeys, Personas, UX Research, Wireframes, Prototypes, UX Strategy

Certifications:

Forrester Mastering CX

Recognition:

Ford+ Plan Award