

RAY FLORANT

USER EXPERIENCE DESIGNER

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PROFESSIONAL EXPERIENCE

SENIOR UX DESIGNER

Duetto | 2021 - Present | *Revenue Analytics Software* | *Remote*

- Leads the UX team through iterative design processes consisting of user research, user flows, sketches, wireframes, prototypes, and high fidelity specs alongside frequent internal stakeholder and customer critique and validation.
- Directly speaks with customers to gain a strong understanding of who they are, their goals, needs, pain points, and how they wish to work within our products.
- Collaborates with PM, engineering, C-suite, and other internal teams in order to create ideal solutions for given timelines, resources, and technical constraints.
- Presents designs to the company to generate buy-in with persuasive storytelling.
- Collaborates with front-end development teams to create and maintain a design language, design system, and comprehensive, modern component library.
- Engages in ongoing Jira ticket specification and support to provide engineers a seamless hand-off and continual guidance based on design documents.

SENIOR UX DESIGNER

AppGuard, Inc | 2018 - 2021 | *Cybersecurity Software* | *Remote*

- Designed modern user interfaces for global cybersecurity products for use on smartphones, tablets, and desktops based on high-level functional requirements.
- Directed various UX research methods, including in-house user testing, heuristic evaluations, personas, cognitive walkthroughs, and user stories.
- Redesigned enterprise desktop web applications to manage security software incorporating UX research findings and testing results.

UX DESIGNER

Epiphany Productions | 2016 - 2018 | *Web & Graphic Design* | *Virginia*

- Designed and managed 10+ public and corporate facing websites, applying user-centered design practices for a variety of stakeholders. Clients included political organizations, members of congress, and international non-profits.
- Won contracts from multi-million dollar revenue private-sector organizations to provide web services, data migration, and CRM software solutions.

GRAPHIC DESIGNER

RideNow Powersports | 2014 - 2016 | *Web & Graphic Design* | *Arizona*

- Created innovative user interface prototypes for marketing software and designed engaging point-of-purchase displays.
- Created web and print designs within existing brands for Honda, Yamaha, Harley Davidson, Ducati, and Bombardier supporting 30+ retail stores in 11 states.

EDUCATION

BACHELORS OF SCIENCE PRODUCT DESIGN

Barrett, the Honors College
Arizona State University
Summa Cum Laude | 2014

UX DESIGN CERTIFICATE

Thoughtful Academy
2017

DESIGN & FOUNDATIONS

Pragmatic Institute
2021

SKILLS

USER EXPERIENCE DESIGN

INTERFACE DESIGN

USER RESEARCH

WIREFRAMING

PROTOTYPING

USABILITY TESTING

GRAPHIC DESIGN

BRANDING

ASSET MANAGEMENT

WEB DESIGN

TOOLS

SKETCH

ADOBE XD

BALSAMIQ

ILLUSTRATOR

PHOTOSHOP

HTML/CSS

INVISION

SLACK

JIRA