

Profile

UX and Product Designer with 10+ years of experience in user-centered design for tech, banking, government, and consulting. Passionate about building outcome focused products that create measurable impact on people's lives.

Skills

Research: Moderated & Unmoderated Usability Studies, Information Architecture Tree Testing, Design Thinking, Empathy Mapping

Collaboration: Organizing & Facilitating workshops, Task Analysis & synthesis, Agile Ceremony Facilitation, Design sprints, Persona Creation

Design: Enterprise Design System application & contribution, User Flows, Wireframing, Interactive Prototyping, Adobe CS, Axure, Balsamiq, Figma, InVision, Miro, Sketch, Userzoom

Experience

Senior User Experience Designer, Senior Associate at Equinix (March 2023-June 2024)
Consulting Senior Experience Designer for the GCCX Intelligence team. Led end-to-end design and user experience for the GCCX Intelligence team. Worked with the Product Managers, Business Analysts, Program Managers, Designers, Customer Support teams, and Engineers to create a best-in-class enterprise customer management platform for our Enterprise Case Management teams, Customer Support Teams, and Account Executives to support clients like Tesla, Netflix, ect.

Senior Experience Designer, AVP at Truist (June 2020 - August 2022)

Design Lead for the Digital Commerce team for Business Banking at the 6th largest bank in the United States. Led end-to-end design and user experience for the Business Deposits team in many 0-1 product launches across the new bank launch. Worked with the Journey Room, Line of Business, Researchers, Accessibility experts, and Engineers to create a best-in-class digital banking experience for business customers for the creation of a brand new bank from two legacy banks.

Design systems: Senior User Experience Designer Consultant for the Design Systems team, building out Trucore the company's new design system. Worked on web design system components, and mobile app components with researchers, engineers, and visual designers.

Senior Product Designer and Engineer at BLDG-25 (July 2018 - April 2020)

Part of the design team designing products for various clients through consulting. Utilized agile processes in design sprints to create superior digital products through user testing, user stories, wire-framing and prototyping, and web development. Consulted for government, enterprise, startups, and education sectors. Client experience included Fidelity Investments, Duke University, and the City of Raleigh. Designed and built digital products for companies with a UX focus, using agile and scalable methodologies.

Senior Experience Designer at City of Raleigh (April 2019 - March 2020)

Designed new experiences and implemented the new City of Raleigh brand for millions of residents through the build and launch of the new raleighnc.gov platform. Conducted research for users and designed and built the employee directory. Worked with stakeholders to determine requirements and set expectations of UX deliverables based on scope, level of efforts, timing. Contributed to a design system. Worked on Drupal 8 theming, Node tools, HTML, CSS, and web application integration with ArcGIS tools. Part of the award winning design and IT teams winning multiple awards for government website design and execution.

Principal Web Designer at Fidelity Investments (July 2018 - April 2019)

Product Designer on the User Experience Team for Fidelity Charitable.

At Fidelity, I worked on a 4 person UX team using the Google Design Sprint methodology to create and test all the features of the Workplace Giving Platform. This product was built by an onsite BLDG-25 team, from the ground up to launch, in just under 9 months. This was the fastest Client platform ever designed and released by Fidelity. It was also their first native cloud platform. The platform is in use by over 19 clients so far and is viewed as a model for future success.

Design systems: I also served as a primary owner of our programmatic design system and kept the behavioral and visual aspects of the angular components and HTML/CSS up to date, code integrated and published. This system served as a shared reference for developers and designers and product managers. It was the link between clickable design prototypes and coded web components. It helped ensure that the designs being validated by users and approved by stakeholders, made it into the published digital product.

User Experience Lead at Circinus (April 2018 - July 2018)

Consulting experience design lead for OSINT tooling for Circinus clients.

Used Axure for rapid prototyping, delivery of design assets to development, and feedback. Worked in agile sprints with daily standups. Conducted research and user testing with clients. Helped the development team design and build customized platform software on top of a IBM Connections instance. Used web technologies such as Github and Git, Bootstrap Framework, HTML5, CSS3, and Javascript to build solutions within IBM Connections.

Front-end Engineer at Atlantic BT (November 2017 - March 2018)

Provided front-end development consulting for clients of Atlantic BT.

Member of the front-end development team performing client work with tools like Vagrant, HTML5, CSS3, Sass, and Javascript. Worked within Basecamp for project management and Atlassian tools for code management and deployments.

User Experience Designer at Red Hat (December 2016 – April 2017)

Consulting Designer on Red Hat's Web User Experience Team for redhat.com — Responsible for Training and Certification design and redesign projects on some of redhat.com's most

trafficked pages that drive a significant source of revenue for Red Hat through their training and certification products. Implemented design solutions using style patterns developed by Red Hat UX and using data driven design through Adobe Analytics and Clicktale. Conducted extensive prototyping with Sketch and Invision tools building pages from scratch in Sketch as well as used HTML, CSS, and Javascript to mock pages up in the browser. Built prototypes and deployed new pages in Drupal 8. Design systems: Participated in weekly working group to implement new patterns into Red Hat's pattern library called PatternKit. Contributed components to PatternKit, the design system for redhat.com. Communicated extensively with stakeholders to navigate priority of projects and develop project timelines and execution through the design team's 3-week agile sprint process.

User Experience Designer at Duke Energy (August 2014 – August 2016)

Served as User Experience Lead on Duke Energy's User Experience Team, working on design systems, wireframes, rapid prototypes, user flows, interface design, information architecture, usability testing, and front-end development for Duke Energy's web products and duke-energy.com for over 7 million users.

Conducted extensive prototyping and tool management with Axure, and managed and maintained all Axure template sand libraries with Git for the entire UX team

Design lead for the Outage Reporting tools team, designing and implementing the outage reporting tools

Led the design for a responsive web application for home energy audits.

Design systems: Contributed code and design for Duke Energy's Web Standards and Design Standards design system website.

Conducted extensive usability testing in usability labs, including user interviews, prototypes, video recording, and data collection

Gained extensive experience designing and building enterprise digital products for over 8 million users.

User Experience Designer at American City Business Journals (May 2014 - July 2014)

Worked on a team of UX designers to concept and prototype new search pages and functionality for bizjournals.com and the new responsive bizwomen.com platform

Led the design for an in-house web application for platform status for all ACBJ web properties and applications, including annotated wireframes and HTML/CSS/JS prototypes

Gained experience documenting and designing remote usability testing using prototypes in Invision, Flinto, and HTML/CSS/JS

Worked on a responsive web platform and infographics for Nascar Illustrated, providing visual design and front-end development

Created web components for article designs for bizjournals.com that were pushed out to 48 nationwide markets.

Interaction Developer & Designer at UNION (June 2013 - April 2014)

Built websites as a full stack software engineer primarily on Codeignitor/PHP/MySQL backends with front-end tools like Yeoman, Grunt, HTML, Javascript, jQuery and Sass.

Wrote semantic clean markup with a focus on modularity, components and user experience.

Pushed production code managed with Git and Beanstalk for deployments to Rackspace and Digital Ocean daily.

Worked agile and cross collaboratively with backend developers, art directors, account managers and project managers.

Client experience included Nascar, Bojangles, ACN, Hendrick Motorsports, nSource Advisors, Opera Carolina, Discovery Place, Duke Energy and MS Movers and Shakers.

Product Designer at Nexcom (2013)

User Interface development and design with a focus on iOS applications and large enterprise responsive web applications using an in house proprietary Javascript code base.

Interviewed and worked with clients to develop user stories, requirements, personas, and technical features.

Designed and delivered user experiences for iOS applications.

Worked closely with Chief User Experience Architect and iOS developers. Client experience included NVR, Southern States and Killingsworth.

Product Designer at LiPi (2012-2013)

In charge of product design and part of founder team creating a new MVP for a 0-1 product launch to secure VC funding. Mobile first design wireframes for entire product and web platform, full JS stack (mongo, node, redis, backbone, HTML, CSS) web development and testing. Designed and developed marketing websites, and assets. Designed UX/UI for iOS app in wireframes, user flows, and pixel perfect graphical assets in Photoshop.

Built mobile prototypes in jQuery Mobile, Phonegap/Cordova.

Designer at Stromasys Virtualization Technologies (2012-2013)

Design Lead for new web platform and branding for an international software company working on Tru64 and VAX platform modernization.

Collaborated and worked with a local agency to ensure high quality delivery of design assets and code.

Wrote content and designed information architecture for the website and internal documentation.

Hand coded HTML/CSS emails for customer email campaigns. Used Salesforce to implement and track customer leads from email campaigns.

Built a custom Wordpress site, design and install for online engineering forums for Alpha/ VAX/ Tru64 systems.

Designer at City of Raleigh (2011-2012)

As a designer and developer for the City of Raleigh I created interactive training solutions for in-house citywide staff training. Gained experience in UX/UI development in HTML, CSS, Javascript, and GIMP. Utilized web tools such as SoftChalk, Moodle, and Uduku & web technologies such as PHP, HTML, CSS, and Javascript. Final Cut Pro Certified for editing videos and using video edit bays at Raleigh Television Network. Directed, shot and produced training videos for online training platforms for the City of Raleigh Parks and Recreation Department, Fire Department and Police Department.

Education

North Carolina State University (August 2008 - May 2012)

Political Science - International Politics & Computer Science

Skills

Design Systems, Sketch, Axure, FramerJS, Marvel, Principle, Adobe XD, Premiere Pro, GIMP, Balsamiq, Invision, Pencil & Paper, Rapid Prototyping in the Browser with HTML, CSS and Javascript, User Interviews, Formulating User Requirements, Responsive Design, User Stories, Usability Testing, Product roadmapping, customer journeys

References

Jesse Cunningham, Lead Product Designer at Credit Karma

Spencer played an integral role in the launching of the new duke-energy.com. His role as a UX/FED hybrid allowed him to fill in the knowledge gaps between the two teams. Along with designing various landing and product pages for stakeholders, he used his knowledge of GitHub and our prototyping tool, Axure, to build a re-usable widget library for our design assets. Spencer is very knowledgeable in his field and is always up-to-date on the latest UX/FED trends. He is very easy to work with and would make a great addition to your team.

Chris Haire, Design Director at Research Square Company

Spencer has proven to be a valuable member of my UX team. Spencer is very skilled in front end development and comfortable creating html/css prototypes, design systems, and web components. He also has experience using design tools to create rapid prototypes for user testing and participating in user testing and observation.

During the year onsite at Fidelity, Spencer worked on a 4 person UX team using the Google Design Sprint methodology to create and test all the features of the Workplace Giving Platform. This product was built by an onsite BLDG-25 team, from the ground up to launch, in just under 9 months. This was the fastest Client platform ever designed and released by Fidelity. It was also their first native cloud platform. The platform is in use by over 19 clients so far and is viewed as a model for future success. Spencer also had to go through Fidelity's rigorous employee background checks and contractor training. He was always helpful, professional and courteous when interacting with Fidelity colleagues as well as BLDG-25 colleagues.

Spencer served as a primary owner of our programmatic design system and kept the behavioral and visual aspects of the angular components and HTML/CSS up to date, code integrated and published. This system served as a shared reference for developers and designers and product managers. It was the link between clickable design prototypes and coded web components. It helped ensure that the designs being validated by users and approved by stakeholders, made it into the published digital product.

Spencer also represented BLDG-25 at the City of Raleigh as part of their creative team redesigning and deploying all of the city's web properties to a new Drupal platform. As a Front End Developer Spencer quickly took the initiative to train himself on Drupal front end development. He also developed functional requirement documents and specifications to enable migrating content from 10+ websites on various hosting stacks over to the new Drupal system without content or data loss. Having spoken with Spencer's manager at the end of the engagement it was clear that Spencer had become a respected and valued colleague.

I can easily recommend Spencer to anyone looking for a skilled Product Designer.