

# lea puckett

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leapuckett.com

## experience

### STRUT STUDIO : FENTON, MI

owner / ux designer : 10/09 - present

- Conduct stakeholder & user interviews to gather insight on each groups needs and wants
- Produce low-high fidelity prototypes using various levels of interactivity
- Research clients' competitors and provided plans of action to better their user experience & standing amongst their competitors (SEO placement, features & functionality, social media presence)
- Create wireframes, site maps, user flows, as well as assist in feature set prioritization
- Design CSS/HTML web sites & apps with the latest development techniques in mind

### GISI : BIRMINGHAM, AL (*worked remotely*)

senior application designer : 9/12 - 1/16

- Responsible for guiding user interviews to get the true understanding of their needs & the environment in which they work in
- Assisted in stakeholder interviews to get clarity about business requirements, goals & measurements for success
- Setup UX best practices from scratch within the company & promoted these thru lunch & learns, internal social media & mentoring developers
- Created personas, low to high fidelity prototypes, and UI designs for responsive web, iOS, and native applications to review with stakeholders
- Helped make Geographic Information Systems (GIS) more approachable for people without GIS backgrounds

### QUICKEN LOANS : LIVONIA, MI

creative director : 06/08 - 10/09

- Managed a diverse group of 7 team members
- Developed junior designers to raise their level of expertise
- Responsible for all creative mediums (print, web, advertising, usability)
- Defined creative solutions aligned with business goals
- Conducted stakeholder interviews to gather business requirements & goals
- Assisted in the development of the usability program responsible for online/offline communications and remote user testing using Morae

interactive art director : 05/06 - 06/08

- Managed & maintained the Quicken Loans Suite of sites
- Developed style guidelines and best practices to increase online conversion
- Consulted on feature and functionality enhancements on the web sites
- Provided design direction and standards to in-house creatives as well as outside contractors & agencies
- Assisted with persona development & focus group facilitation

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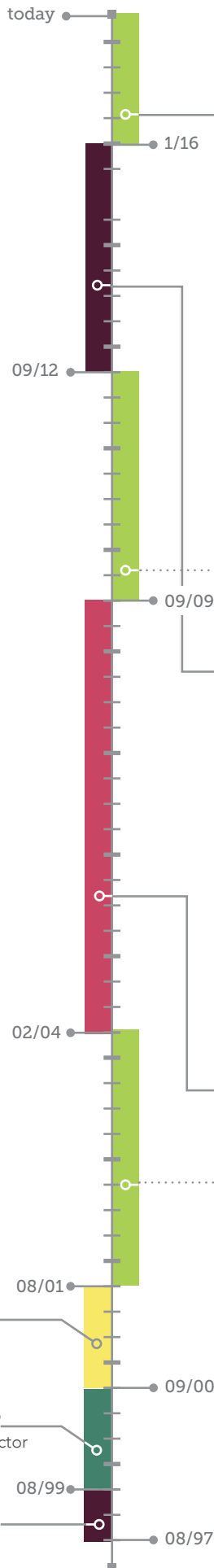
art director  
ended: 07/01

### GALE GROUP

internet art director  
ended: 08/00

### BEFORE WEB

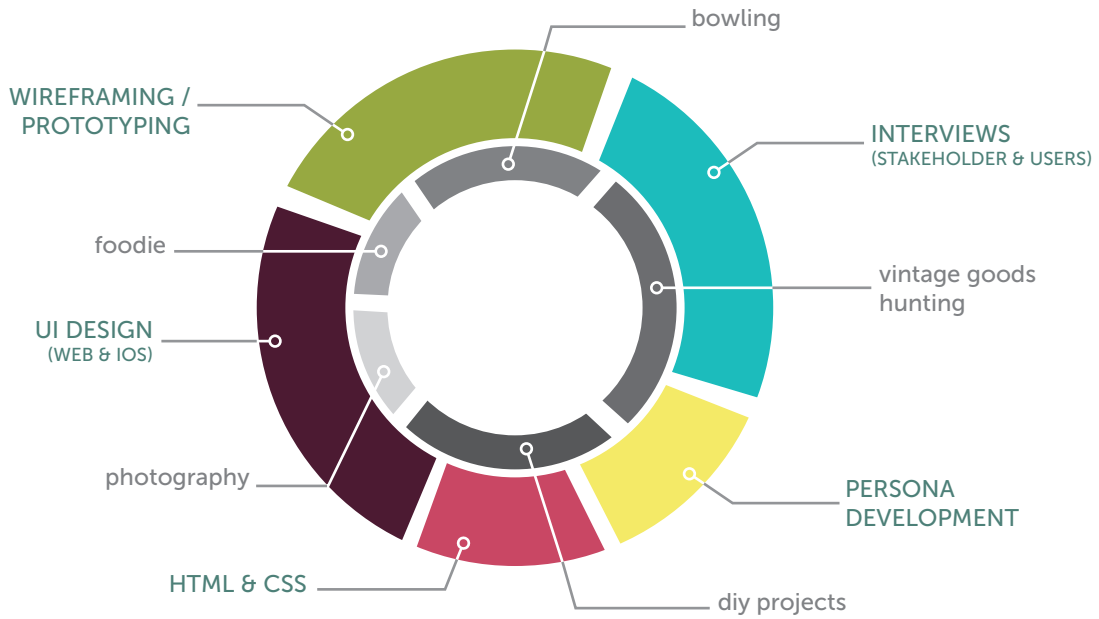
misc print gigs  
ended: 08/99



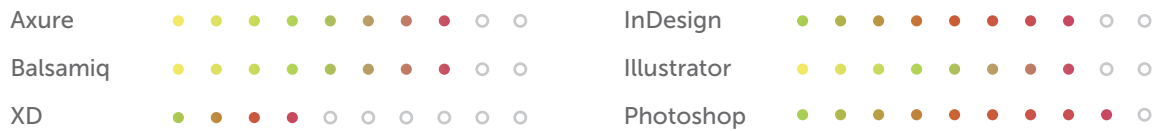
web designer : 02/04 - 05/06

- Revamped existing site/pages in order to keep it fresh and incorporate learnings from usability studies, A/B tests, and search optimization efforts
- Consulted on feature and functionality enhancements

## skills



## software



## education

