Christopher P. Norton - Senior Product/UX Designer

Email public.cnorton@gmail.com | **Portfolio** https://infinityspiral.github.io/ux/

Data/Validation

- Quantitative
- Qualitative
- Pendo
- Google Analytics
- Usability Testing
- Stakeholder Interviews

Strategy/Critical Thinking

- Information Architecture
- Stakeholder Interviews
- Personas
- User Journeys
- Feature Prioritization
- Design Workshops
- Mentoring

Prototyping

- Figma
- Design Systems
- Material Design
- Tokens
- Variables
- Styles
- Adobe Creative Suite
- Sketch
- Wireframing
- Whimsical
- AirTable/Notion
- HTML/CSS/JS

Accessibility/HCI

- WCAG
- OOUX

Summary

Expert communicator and collaborator able to lead, execute, analyze, and iterate on products from start to finish for cross-functional and regionally diverse teams. Strong problem-solving skills and an HCI design thinker with a proven track record in enterprise-level B2B, B2C and SaaS products for clients such as **Boeing**, **John Deere**, **Dell, Booz Allen, Animal Planet**, and **The Learning Channel**.

Work Experience

Aprimo Jan 2021 - Oct 2023
Senior UX Designer

- Successfully launched **12 enterprise-level SaaS products** and **36 features** for digital asset management(DAM) and marketing operations(MO) applications by leading end-to-end user experience design processes, including quantitative and qualitative user research, wireframing, prototyping in Figma, and usability testing, resulting in highly intuitive and user-friendly interfaces for web and mobile applications.

- Coordinated UX vision and best practices across the org by hosting the UX Chapter for business leaders, sales and marketing, and engineering teams in USA, UK, Germany, Belgium, Netherlands, and Singapore.. Delivered design workshops to other designers to elevate the overall design proficiency within the team.

- Collaborated closely with a variety of team contributors such as product managers, product owners, art directors, UX writers, and developers within Agile workflows to ensure seamless communication and timely delivery of high-quality, user-centered, accessible, and scalable design and prototypes for web and mobile products.

- Built **design systems** from ground zero and helped define usage of tokens, variables, styles and components. Maintained documentation for consistent internal applications and rapid development.

- Championed OOUX and helped standardize some of the most complex business objects within the system between both modern and legacy products. Established design methodologies and processes for integrating **AI** and **LLMs** into current digital products such as conversational search and simulated personas.

Aquent Nov 2014 - Jul 2020
Senior UX Designer

- Sent out by Aquent staffing as a designer for design teams at **John Deere** and **Boeing** and as a solo consultant for **Dell**, **Deloitte**, and **Booz Allen**.
- Successfully launched 14 web and mobile apps. translating business goals into product initiatives handling billions of dollars in revenue.
- Led end-to-end user experience design processes for web and mobile applications as a singular design consultant, including quantitative and qualitative user research and usability testing, as well as wireframing, and prototyping in Figma.
- Collaborated closely with product managers and development teams to integrate user-centered design principles into Agile workflows, ensuring seamless communication and timely delivery of high-quality, accessible, and scalable products.
- Developed design systems and maintained documentation for consistent internal applications and rapid development.

TownNews.com Jan 2008 - Nov 2014
UI Designer/UX Designer

- Created intuitive and visually appealing user interfaces for mobile and web CMS products, used by millions of international users.
- Collaborated closely with cross-functional teams, including developers and product owners, to facilitate seamless communication and ensure the successful implementation of design solutions within project timelines.

Hawthorne Direct Jan 2006 - Jan 2008
Art Director

- Designed and developed 10+ retail landing pages as part of long-form TV and direct marketing campaigns overseeing ideation to final delivery, ensuring alignment with brand guidelines and campaign objectives.

Silver Beacon Media Jan 2004 - Jan 2006
Creative Director

- Provided leadership to a team of 5 interactive designers and guided cross-functional teams in the development and execution of custom kiosk and web products.
- Spearheaded ideation sessions and concept development, fostering a culture of innovation and collaboration to produce breakthrough creative solutions that captivated target audiences and elevated brand presence such as Animal Planet's Eukanuba dog show booth and The Learning Channel's Stacy and Clinton's live mall show tour.