

# A. Rheannon SPAULDING

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## EXPERIENCE

2023-2025

### **Creative Director and Products Manager @ Revelation**

Supporting a humanitarian non-profit startup; orchestrating collaborative sessions for strategic initiatives which required pinpoint topic focus. Team efforts included unifying business plans across connected business lines, building out comprehensive product architecture diagrams, organizational diagrams, topic connection point diagrams, analyzing data analytics, elevated branding, brand guidelines, digital product UI designs and prototypes, trademark filings, organization efficiency enhancement strategies, branded powerpoint deck templates, and grant writing. Also produced fun design elements for everyday use, including internal team phone wallpapers.

2022-2023

### **UX Architecture Manager @ Dow Jones**

Hands-on direction and design of UX strategy for my division at Dow Jones, establishing scalable design system training and governance frameworks while leading multiple teams through discovery, mentoring emerging leaders, and driving data-informed design decisions across the news platforms for Wall Street Journal, Barron's, MarketWatch, Mansion Global, and more.

2018-2022

### **CX/UX Manager and Sr. UX Designer @ Lenovo Software**

Advanced from UX contractor to UX Manager, establishing enterprise-wide user analytics through Pendo implementation while simultaneously leading development of custom design system across K-12, Higher Education, and SMB products, the implementation of which resulting in immediate reduction in customer onboarding calls and significant improvement in adoption rates.

2018-2018 (6-mo)

### **UX Designer @ Diveplane (now Howso)**

Early-market analysis for application, designed 3-dimensional representation of anomaly detection data visualizations, UX-focused writing of common deep-ML terms, home page designs and usability testing, office interior design, and staff photography.

2016-2018

### **Sr. UX Designer @ Dude Solutions (now Brightly)**

An integrated member of 2-5 agile squads, producing solutions which were, 'full-scope' MVP in a Spotify-model agile environment creating platforms used by maintenance staff in manufacturing, education, government, roads, and churches. Orchestrated the creation of a design system and maintenance processes across UX, Front-end Engineering, and Product Management.

2016-2016 (6-mo)

### **Independent Contractor | Sr. UX Designer @ Amazon**

Executed comprehensive UX architecture, design, and interactive prototypes for four Amazon business units (Trade-ins, Rentals, Warehouse Deals, 3P Sellers), delivering detailed documentation and maintaining around-the-clock collaboration with global implementation teams.

2014-2015 (nearly 2-yrs)

### **User Experience Architect @ Mission Data**

Established UX strategy as first UX hire, driving data and research-informed solutions for clients (e.g. Papa Johns, National Geographic Kids, Top Chef, and PetFirst Insurance to name a few) while developing UX best practices and leading internal capability development.

2014-2014 (4-mo)

### **Independent Contractor | Sr. UX Manager @ Posh Consulting**

Supported creative direction, mentoring of jr. design members, collaborating with creative teams in India and Isreal, gathering project requirements, evaluating and forecasting project needs for potential clients, and providing assets including wireframes, prototypes, final designs, and more.

2010-2013

### **Information Architect and Sr. UX Designer @ wire stone**

Advanced from contractor to UX Information Architect, delivering UX solutions for enterprise clients (e.g. Starbucks, Boeing, Microsoft, All Recipes, ConAgra Foods, and more) across diverse platforms including mobile, web, wearables, motion-tracking xbox tech, multi-touch walls and emerging QR technologies.

## SKILLS

UX Approach Strategy  
Design Systems  
Wireframing and Prototyping  
UI Design  
Sitemaps  
Interaction Models  
Information Design  
Data analysis  
Data visualization design  
CCPA and GDPR Compliance UX  
Accessibility (WCAG 2.0, Screen Readers, etc.)  
Manual Schematic Design  
Audio / Video Recording  
Requirements Gathering  
Onboarding and Training  
Product Direction Consultation  
Comprehends Dev- and Biz- speak

## LAUNCHED ON PLATFORMS

Windows, Apple, and Android OS  
Web  
Mobile  
Smart TV (CTV)  
VR (Unreal and Android)  
MS Surface Table (WPF)  
Silverlight

## ABOUT

Entered the field of UX to support people - so they can focus on what is important, rather than getting frustrated at themselves whenever using products and technology.

Author / originator of several modern UX terminologies and mobile interaction patterns used commonly in the industry.

20+ yrs creating win:win scenarios between consumers and businesses.

## EDUCATION

Book and Vocationally Trained  
UX Certified after being in profession for 15yrs

NN/g certified:  
UX Mastery 2022  
id: 1060338

w3schools certified:  
HTML & CSS developer