

OMARI BRANDT

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SUMMARY

A passionate and highly adaptable user experience (UX) leader with demonstrated experience in UX design/strategy, project management, troubleshooting, task analysis, Agile development, content strategy, heuristic evaluation, technical solutions, information architecture, and interaction/interface design. An effective cross-departmental collaborator who leverages strong organizational, innovative, and problem-solving characteristics to conduct, analyze, and transform research to create exceptional customer experiences. A highly motivated and resourceful top performer providing UX leadership, enabling an organization to surpass goals and operate efficiently.

EXPERIENCE

WALMART.COM, San Bruno, California

Senior UX Architect, UX Lead Product Groupings, 2013-Present

- Motivate and inspire a UX team comprised of user research, content strategy, visual design, and interaction design practitioners to deliver end-to-end-product bundling solutions contributing approximately 8-12% of gross merchandising volume.
- Facilitate and orchestrate the delivery of customer and competitor insights, product documentation, prototypes, lo & hi fidelity mockups, and UX recommendations to support valuable, engaging, and profitable end-to-end customer experiences in partnership with product management, merchandising, and engineering.
- Communicate with senior UX leadership regarding project resourcing, team performance, and to solicit feedback and achieve buy-in on product grouping initiatives.
- Managed the Product Groupings responsive design effort; documenting and delivering interaction and visual designs for multiple product templates across five breakpoints.
- Partnered with engineering and QA to lead ongoing UX optimization efforts through multiple site platform migrations, resulting in increases in conversions and units per order.
- Implemented Buy Together Value module for Item page generating \$100,000,000 in first year following launch.
- Delivered successful Collections launch in 2015, leading to 10% product discoverability increase in SKU-intensive categories.

BELK, INC., Charlotte, North Carolina

User Experience Architect, 2012-2013

- Introduced concept of modular grid design to merchant/production teams for development of home/category page redesigns, resulting in improvements to production time and customer navigation.
- Worked with merchant partners to develop special templates and ease navigational issues caused by platform limitations.
- Implemented first company pattern library to provide guidance for future site design/development.
- Aligned product development strategy with customer intent, revenue goals, and brand positioning to create UX.

- Led cross-channel execution for mobile/desktop interaction design and presentation layer customer experience.
- Promoted UX discipline and methodologies to company leadership, project stakeholders, and partners.
- Functioned as subject matter expert in areas of interaction design, visual design, UX practices, patterns, and user research/behavior.
- Provided creative direction for mobile web, iOS, and desktop on ongoing basis.

BANK OF AMERICA, Charlotte, North Carolina

VP, Interaction Designer, 2011-2012

- Led UX efforts to design enterprise-level application to track proposed/actual international, national, state, and local regulatory changes as well as bank response and subsequent compliance with regulations.
- Served as UX lead in collaboration with corporate operational risk to design/develop applications to manage risk and control self-assessment (RCSA) processes across enterprise.
- Performed ongoing maintenance, refinements, and other UX improvements to associate-facing banking center and call center applications.
- Oversaw tasks that included requirements gathering, documenting/tracking, process/task flow modeling, concept generation, and creating detailed page-level wireframes.

LOWE'S HOME IMPROVEMENT, Mooresville, North Carolina

Senior Information Architect, 2010-2011

- Led information architect (IA) efforts on major projects, including information design direction, navigation, behavior analysis, heuristics evaluation, interaction design, site maps, wireframing, and experience modeling.
- Oversaw efforts to redesign page-level architecture for major appliances category refresh, augmenting UX and achieving sales lift of 30%.
- Created and deployed user-centered IA design standards, templates, modules, and navigation for myriad of home improvement microsites, with focus on emerging audiences, such as millennials, disabled, and energy-conscious consumers.
- Supervised IA direction setting for state-of-the-art customer profile, personalization, projects, and purchasing functionalities, including templates/modules, applications, process improvements, subscriptions, and scrapbooks.
- Collaborated with multidisciplinary UX team to build customer-centered design interfaces and environments, including activities centered on stakeholder interviews and reviews, concept sessions, feature prioritization workshops, design/delivery, and post-implementation assessments.
- Translated complex business and user data into value-driven, user-centered applications inclusive of scalable site architecture, including use for analytics, search, segmentation, design system, taxonomy, and purchase path.
- Designed and delivered intuitive user interface design, with focus on ease of use and engagement across full shopping experience from inspiration and installation to comparing products and checkout.
- Developed paper and HTML prototypes for user testing.
- Evaluated and translated research findings into actionable insights and user interface improvements.
- Served as mentor to junior IAs.
- Redesigned Lowes.com product detail page and led UX design for favorites/reminders functionality, simple sign in/account creation, and profile redesign, with all launching in 2011, as well as oversaw brand page template redesigns as part of MyLowe's initiative.

SEARS HOLDINGS CORPORATION, Chicago, Illinois

User Experience Architect, 2009-2010

- Served as UX lead overseeing site architectural design for hardline, softline, and consumables product detail templates for Sears.com, Kmart.com, and MyGofer.com, including footer, cart functionality, search results, promotions and Deal of the Day, as well as user-generated content.
- Partnered with product management in collaboration with multidisciplinary UX team to build customer-centered design interfaces and environments.
- Supervised activities center on stakeholder interviews/reviews, concept sessions, features prioritization workshops, design/delivery, and post-implementation assessments.
- Created paper and HTML prototypes for user testing.
- Evaluated and translated research findings into actionable insights and product detail page improvements.
- Translated complex business and user data into value-driven, user-centered applications inclusive of scalable site architecture, with use for analytics, search, segmentation, design system, taxonomy, and purchase path.
- Designed and delivered user interface designs, with focus on ease of use and engagement across full shopping experience from creative and installation to comparing products and checkout.

HSBC/HONG KONG SHANGHAI BANKING CORPORATION, Chicago, Illinois

Senior User Interface Designer, 2005-2009

- Designed touchscreen interface for company executives to track implementation status of OneHSBC global software initiative.
- Partnered with U.S. company bank stakeholders to develop customer experience enhancements to personal Internet banking.
- Scheduled and managed entire visual design throughout project lifecycle for 2007 redesign of consumer lending flagship sites (Beneficial.com/HFC.com) activities, including customer/stakeholder interviews, focus groups, mood board creation, and content development.
- Supervised scheduling and managing of entire visual design throughout project lifecycle for 2006 redesign of credit card services core portfolio sites (HSBCCreditCard.com, OrchardBank.com, HouseholdBank.com, and UnionPlusCard.com) activities, including user testing and stakeholder interviews.
- Led UCD team initiative to establish internal brand identity, consisting of presentation/documentation templates, logos, print marketing materials, and intranet presence.
- Developed visual treatments for company intranet enhancements, including interface design and logo development.

ADDITIONAL EXPERIENCE

HSBC/HONG KONG SHANGHAI BANKING CORPORATION, Chicago, Illinois, **User Interface Designer**, 2004-2005. Represented user-centered design team as UX design lead to credit card and retail services as well as credit/merchant card offerings of 70 brands, including Best Buy Card, Best Buy Reward Zone MasterCard, and Sony Card. Chaired biweekly and monthly meetings to plan/execute quarterly credit card and retail project releases, including Refer a Friend, paperless statements, partner site co-branding, and offer marketing initiatives.

TRIBUNE COMPANY, Chicago, Illinois, **Web Developer**, 2003-2004. Designed user interface for company extranet. Played key role in design/development of online performance appraisal system to be utilized throughout company. Gathered, wrote, and revised iterative application requirements through internal client meetings/interviews. Directed user observations, performed user/task analysis, and created user profiles. Developed and revised iterative low-/high-fidelity prototypes for web-based applications. Created user

interface for web-based applications. Inspected and evaluated usability of internal web-based applications.

TRIBUNE INTERACTIVE/BLACKVOICES.COM, Chicago, Illinois, **Interactive Producer**, 2000-2003. Selected as lead producer for General Motors multiyear, multimillion-dollar media alliance, including design, development, and maintenance of new channel areas, online features, and advertisements. Received company Local MVP Award in 2001. Designed look and navigation schema of several key sections of 2001 BlackVoices.com website redesign. Produced weekly original interactive features for sponsorships, editorial, and promotions for various website content areas. Implemented new product integration for revenue-generating partnerships, including CareerBuilder.com, Match.com, and Voice Personals.

EDUCATION

DEPAUL UNIVERSITY, Chicago, Illinois

M.S., Human-Computer Interaction

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY, Greensboro, North Carolina

B.S., Graphic Communications Systems

TECHNICAL SKILLS

Microsoft Office Suite, Windows, Visio | Mac OS, iOS | Sketch | Zeplin | Adobe Creative Suite | InVision | OmniGraffle | Axure | Slack | JIRA | Confluence | HTML | CSS

ORGANIZATION

PHI BETA SIGMA FRATERNITY, INC., Alpha Nu Sigma Chapter (Currently serving as Chapter Secretary)