
SUMMARY

Delivering Design Innovation. On-Time. On-Budget. Accomplished, passionate, self-motivated Technology and User Experience professional with over 10+ years of experience in championing emerging digital technologies and user needs to improve the online presence of both international and domestic organizations of any size. Strong leader and communicator, experience with Project Management, Product Management, UX Principles, Performance Management and leading cross-functional teams under tight deadlines.

- **PROJECT MANAGEMENT: Certified Scrum Master** with experience in **Traditional and Iterative Agile Project Management**. Strong background in solutions implementation, customer experience, and technical knowledge in a project manager role. As a project manager, I utilize Agile methodology and blend traditional Waterfall methods into an organization's existing culture, when appropriate, to achieve project success. I try to communicate in a manner that engages both key executives, stakeholders, product owners, UX professionals and technical teams, so all parties feel informed and involved in the project's success. Specializing in planning, resource allocation, and risk mitigation.
- **USER EXPERIENCE:** Experience leveraging user experience methodologies, specializing in **User Research and User Experience Strategy**. Research Methods include: Contextual inquiry, Exploratory field studies, Ethnography, Facilitation, Heuristic Evaluation, Personas, Scenarios, Use Cases, Specifications, Surveying, Task Flows, Usability Testing, Workshops, Interviewing (remote and on-site) and Strategy Development. Design deliverables include: Sketches, Wireframes, Mockups, Interactive-low and high-fidelity prototypes created using Adobe Creative Suite (Photoshop, Illustrator, InDesign and Dreamweaver), Axure RP, and Sketch.
- **PRODUCT MANAGEMENT:** Specializing in **overseeing web or application projects** from beginning to end in varying sizes and budgets. Setting vision, defining the roadmap and establishing MVPs. Effective communication with clients, vetting of functional specifications, vendor selection, and management of internal and external resources.

Proven ability to leverage new technologies, develop situational workarounds when necessary, and strong track record of delivering solutions that drive results. Onsite and Remote worker accustomed to working in high-stress environments. Job titles change from organization to organization, but my **core skill-set and passion is User Experience and Project Management**.

ONLINE PROFILES & RECOMMENDATIONS

My Portfolio Site:

<http://www.bennumediagroup.com/>

LinkedIn Profile:

<http://www.linkedin.com/in/keshawatson>

AREAS OF EXPERTISE

User Experience Research and Strategy

Agile Project Management

Business Analysis

Systems Development Lifecycle (SDLC) Management

Communication Design

Web Analytics

Sketching, Wireframing, Prototyping

Adult Learning & Development Behaviors

Illustration

Meeting Facilitation

Motivational Speaking

Commitment to Life-Long Learning

TECHNICAL TOOLS

HTML / CSS

Adobe Photoshop

Adobe Illustrator

Adobe Dreamweaver

Adobe InDesign

Axure RP

Invision Pro

IBM Rational Team Concert (RTC)

JIRA – Issue and Project Tracking

Microsoft Office Suite

Microsoft Project

Microsoft Visio

Omniture SiteCatalyst

Sketch

WordPress CMS

PROFESSIONAL EXPERIENCE

PROJECT MANAGER & SENIOR BUSINESS ANALYST | NORTHERN TRUST | CHICAGO, ILLINOIS

JULY 2017 – PRESENT

Project Manager / Senior Business Analyst (via TEKSystems as a Principle Consultant) for Corporate Marketing Communications responsible for the Northern Trust.com Redesign Project. Northern Trust (www.northerntrust.com) is a Chicago-based bank founded in 1889. The institution serves the world's most-sophisticated clients – from sovereign wealth funds and the wealthiest individuals and families, to the most-successful hedge funds and corporate brands.

- **Managing the project portfolio of \$1.8M+ for the user-centered, redesign of the Northern Trust.com website.** Guiding business units, technical resources and vendor engagement at each phase of the project and emphasizing best-in-class user experience. Implementing Agile project management, vetting and onboarding vendors, statement of work development, budget and expense management, project reporting, content strategy, user-analysis, and requirements gathering.
- **Moving a complex, matrixed financial audience** of influencers and decision makers through the iterative process and ensuring high-quality, on-time delivery of all agreed upon deliverables. Engaging all audiences from C-suite to developer.

UX/UI MANAGER | HEATHWALLACE | CHICAGO, ILLINOIS

NOVEMBER 2016 – APRIL 2017

UX/UI Manager for the Deposit Onboarding Workstream at HeathWallace (via Robert Half), facilitating and coordinating the delivery of user interfaces for the sixth largest British-based multinational bank, HSBC. Passionately developing creative talent and onboarding resources for the Chicago Office.

HeathWallace (<http://www.heathwallace.com>) is an International UX Agency delivering engaging digital experiences for some of the largest global brands.

- **Chicago Office Development Manager leading UX/Front-End development** activities to create a global product onboarding solution during 3-week Agile Sprint Implementation cycles for Retail Banking Staff using Axure, HTML, CSS, Bitbucket, and Sourcetree.
- **Managing effort and driving change** by leveraging Scrum Master skillset, Financial Service expertise, developing client relationships, building high-performance team and maintaining project dashboards, reporting and user stories via JIRA (Confluence). **Conducting** pre-and-post deployment User Testing for several interfaces and international financial markets.

PROJECT MANAGER & SENIOR BUSINESS ANALYST & UX SPECIALIST | TIAA-CREF | CHICAGO, ILLINOIS
MARCH 2014 – NOVEMBER 2016

Technology Project Manager / Sr. Business Analyst (via TEKSystems) for the Desktop Integration Team of the Unified Desktop Division, developing business requirements, process flows, user acceptance criteria, testing and support integration during 2-week Agile Sprint implementation cycles. TEACHERS INSURANCE & ANNUITY ASSOCIATION – COLLEGE RETIREMENT EQUITIES FUND (TIAA-CREF) (www.tiaa-cref.org) is a Fortune 100 financial services organization that is the leading retirement provider for people who work in the academic, research, and medical fields.

- **Managing project portfolio of \$1.2M+** for the Desktop Integration Team, focusing on the Telephony Toolbar Application and Content Management Tools development. Working with IT resources to introduce user-centered design practices into the software development lifecycle.

NOTABLE ACCOMPLISHMENTS□

- **Leading the development of the Enterprise-Level Telephony Toolbar** application which is a new financial services product providing basic softphone capabilities and complex participant authentication/information integration within one desktop toolbar application. Partnering with multiple development teams to support cross-system impacts. Built on a .net platform, this product's objective is to create an integrated desktop experience for call center consultants and provide seamless controls over the various systems used to service participants□
- **Successfully deploying the Field Consultant Group (FCG) Communications Tool** by developing a blog-like interface and templates that provide TIAA-CREF Communications Officers with the ability to develop integrative communications (i.e., news, alerts, SOPs, etc.) in the FATWIRE Content Management environment. In addition to PM/Analyst responsibilities, developed instructional materials and support for users to ensure adoption of the tool.□

TECHNOLOGY MANAGER | AMERICAN BAR ASSOCIATION | CHICAGO, ILLINOIS
FEBRUARY 2012 – MARCH 2014

Technology Manager for the Section of Litigation, managing the direction of technology for the unit, coordinating technical assistance for membership and staff, while developing the Section web presence (www.americanbar/groups/litigation). The Section of Litigation is a 60,000-member premier association for lawyers involved in litigation and trial practice.

- **Using a number of user experience methodologies** and web technologies such as Nielsen Norman Group methods (usability), Omniture SiteCatalyst reporting (analytics), Adobe CQ5 (web content management system), and HootSuite (social media management) to advance the directives of the section, monitor/enhance user behavior through membership feedback and identify opportunities to generate non-dues revenue via the web. Maintaining website daily using HTML, CSS, XML, Adobe Creative Suite and managing all A/V for major events and producing video content.
- **Managing an 80K technology budget** for the Section of Litigation. Handling all project financials from estimating hours and budget, vetting and hiring vendors, as well as invoicing and billing. Responsible for e-commerce activities and placing new products on the ABA Online Store.
- **A leader on the Section Management team**, defining the direction and objectives of the Section and its 25-person staff. Responsible for managing 2 technical direct reports and 7 in-direct reports. In charge of coordinating all external technical vendors and guiding employees via project management, defining the process, creative review of materials and professional coaching□

NOTABLE ACCOMPLISHMENTS□

- **Improving overall site traffic by 52%** within the first year through improvements to the site navigation, development environment restructuring, and implementation of specific guidelines around site updates.
- **Leading the effort around the Section of Litigation Periodicals Migration from Teamsite to CQ5.** Team lead at every phase of client engagements. Including project plans, wireframes, CQ5 information architecture, content taxonomy business development, analysis and requirements gathering, user research, design and prototyping, development support, and testing□

PROJECT MANAGER & WEB DESIGNER | MORAIN VALLEY COMMUNITY COLLEGE | PALOS HILLS, ILLINOIS
MAY 2010 – FEBRUARY 2012

Creative Designer and Web Developer for the Marketing and Creative Services Team, producing and updating college Web pages (www.morainvalley.edu), maintaining social media channels, championing changes based on user feedback. Founded in 1967, it is the second largest community college in the state of Illinois.

- **Managing and implementing** creative ideas for enhancement of the Moraine Valley Community College website and online presence. Ensuring that the site is browser-compliant for the public and developing web components using HTML, CSS, JavaScript and JQuery as appropriate□

NOTABLE ACCOMPLISHMENTS:

- **Improving overall site traffic by 30%** through web analytic analysis and implementing web best practices as appropriate.
- **Playing a key role in the redesign of the college website** and optimizing the site via improved visual aesthetic, usability, addressing accessibility needs, and further positioning the site as a marketing tool. Improved site navigation and transitioned development environment from FrontPage to Dreamweaver.
- **Directed and structured interviews with stakeholders** to understand their usability objectives/user needs and develop clear, concise user experience deliverables, as well as testing protocols that help satisfy those objectives.

PROJECT MANAGER & WEB DEVELOPER | AXEL SPRINGER | BERLIN, GERMANY
JANUARY 2009 – MARCH 2009

Web Developer and Project Manager for Axel Spring Digital TV division's website (www.as-guides.com) redevelopment project. Axel Springer is one of the largest multimedia companies in Europe, and the third-largest media company in Germany, with more than 13,651 employees.

- **Succeeded in ensuring all project components were formalized** and presented to the client in a timely fashion. □ Using the user behavior provided, developed content, architecture, graphical elements and front-end programming using HTML, CSS, and Flash. □
- **Exceeded client expectations** by presenting several wireframes, design mocks-ups, site structures, flash presentations and web components addressing the marketing needs for the Digital TV-Guide product before project deadline.

**LEAD WEBSITE DEVELOPER & COMMUNICATIONS OFFICER (Associate) | JPMORGAN CHASE | CHICAGO, ILLINOIS
JULY 2004 – OCTOBER 2008**

Lead Website Developer for the Commercial Loan Services (CLS) / Global Credit Risk Management Operations (GCRMO) website, a JPMorgan Chase Intranet Site (www.jpmorganchase.com). Successfully managed site operation, content management, visual/architectural design, and front-end development (HTML, CSS, XML and Adobe Creative Suite) for a **1,300 employee, global audience**.

- Partnering and guiding other web team members in the processing of all incoming web tickets and site modifications within specific turnaround times. Participated in the systems development lifecycle for all Commercial Loan Services Loan Systems and **providing 24-hour website production assurance**.
- **In a cross-functional capacity, as the department's communication officer**, ensuring that departmental communications are clear, concise, consistent, timely and easily understood by all employees. Activities include developing communications media, communication plans, audience analysis, distribution list development, communication development and gaining communication approvals from the appropriate levels of management. Partnered with communications and marketing divisions throughout the bank.

NOTABLE ACCOMPLISHMENTS: □

- **Drove one of the strongest online presences** for an operations division within the bank by developing specific site standards, web management process and adherence to a standard service level agreement. Participated in loan system testing design development and deployment dress rehearsals. Summarize and presented test results and created summary reports that adhere to industry standards.
- **Successful development of numerous communications and procedures to ensure the proper deployment of system changes and conversions** across all Lines of Business serviced by Commercial Loan Services. Loan Processing systems such as Loan IQ, ACBS, VLS and eCLIPS. Designed effective internal online communications for presentation on company's enterprise intranet.

**PROJECT MANAGER & INSTRUCTIONAL DESIGNER | BANK ONE | CHICAGO, ILLINOIS.
MAY 2002 - JULY 2004**

Project management and training resource for the Workforce Learning and Performance Team within Commercial Loan Services PMO. Other responsibilities included performance consulting, leadership/management development and meeting facilitation. Provided support for process improvement projects, while focusing on improving employee morale and performance, service quality, productivity and cost reduction; activities spanning from instructional design and curriculum development to the preparation of communication strategies and system change implementation plans.

- **Assessed and developed the necessary training** and branding communications for **Bank One/JPM Merger Integration** activities.
- **Enhanced, developed and implemented** Loan IQ Upgrade Training for relevant Large Corporate employees using structured curriculum and online training options.

FREELANCE WORK

**PRINCIPAL & CREATIVE DIRECTOR | BENNUMEDIA | CHICAGO, ILLINOIS
APRIL 2009 – PRESENT**

Principal and Creative Director of interactive media agency, Bennumedia (www.bennumediagroup.com). Bennumedia's goal is to provide bold, fun, beautiful, sophisticated, functional, energized and professional media that speaks the ideas and messages of our clients to their target audience. Specializing in user experience consulting, product management, project management and graphic design. Bennumedia develops user profiles, personas, visual design (print/web), content management systems, and usability evaluation for small businesses, associations, religious organizations, and retailers. Utilizing tools such as HTML, CSS, Axure, Wordpress, and the Adobe Creative Suite to meet the needs of each client.

RECENT CLIENTS: American Bar Association, Davidson Law Firm, Red Stem Landscapes, The OSL Properties, C.J. Jorgenson School

NOTABLE ACCOMPLISHMENTS: □

- **Experience in working enterprise content management platforms** (SharePoint 2013, Adobe CQ5, FATWIRE, and Wordpress).
- **Set up testing environments (in-house and remote)** and moderated testing sessions, as appropriate.
- **Fueling revenue growth** for several small organizations by creating branded products for use in day-to-day business activities (i.e., letterhead, business cards, t-shirts, magnets, calendars, mailers, event presentations, etc.).

EDUCATION, HONORS AND VOLUNTEER ACTIVITIES

Bachelor of Science in Marketing Management
CHICAGO STATE UNIVERSITY

Interactive Media Design
THE ILLINOIS INSTITUTE OF ART
CHICAGO, ILLINOIS
(2006-2009)

Masters of Science in Human-Computer Interaction □
DEPAUL UNIVERSITY
(In Progress)

TRAINING, CERTIFICATIONS, AND AWARDS □

Certified Scrum Master
Scrum Alliance, License 638529

UX Professionals Associations (UXPA) Member
Published Artist – Book: Amalgam 37
Professional Circuit Speaker for the Chicago Police Department

My Fair Lady Poster (SILVER-2012)
National Council for Marketing and Public Relations Medallion Awards District 3

Agile Project Management
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