

Christine Whitlock

Memphis, TN 38109

clynnwhitlock@gmail.com

+1901-3382963

I am an enthusiastic web designer that has a drive for understanding people and discovering how technology can solve problems while enhancing the user experiences is my main goal. Right now I am helping the world run better at AutoZone, Inc..

Willing to relocate: Anywhere

Work Experience

Web Designer

AUTOZONE, INC - Memphis, TN

August 2020 to Present

As a web designer I play a crucial role in crafting intuitive and visually appealing digital experiences for our users. Working closely with senior designers and cross-functional teams, I contribute to the design and development of user interfaces that enhance overall user satisfaction and engagement. My role consist of:

- Assisting in conducting user research to understand target audiences, user needs, and pain points.
- Compiling and analyzing research findings to inform design decisions.
- Interpreting creative briefs from cross-departmental teams and transform concepts into intuitive, accessible, and easy-to-use designs.
- Iterating on designs based on feedback and usability testing.
- Working with design tools to create visually appealing and consistent user interfaces.
- Having strong typography, layout and visual design skills.
- Implementing design systems and maintain design assets for projects.
- Collaborating with cross-functional teams, including developers, product managers, and other internal business or vendor stakeholders by holding meetings, using issue & project tracking software(Jira), prototyping & collaboration tools(Figma, Sketch, Zeplin, Adobe CC).
- Communicating design concepts effectively and incorporate feedback into the design process.
- Staying current with industry trends, design tools, and emerging technologies.
- Contributing ideas for continuous improvement and innovation.
- Experience communicating with product owners, business stakeholders, SEO, Analytics, and Front-End development.

UX Designer

AUTOZONE, INC - Memphis, TN

January 2019 to August 2020

As a UX designer I crafted intuitive and visually appealing digital experiences for our mobile app users. Working closely with the UI designers and cross-functional teams, I contributed to the design and development of user interfaces that enhance overall user satisfaction and engagement. My role consisted of:

- Assisted in conducting user research to understand target audiences, user needs, and pain points.
- Compiled and analyzed research findings from Baymard Institute, UserTesting, and Nielsen Norman Group to make sure all designs meet WCAG and ADA standards.
- Collaborated with product owners, merch teams, UI designers, and developers to create wireframes and interactive prototypes for digital interfaces.
- Iterated on designs based on feedback and usability testing.
- Worked with prototyping & collaboration tools to create visually appealing (Figma, Sketch, Zeplin, Adobe CC).
- Implemented design systems and maintained design assets for projects.
- Collaborated with cross-functional teams, including developers, product managers, and other internal business or vendor stakeholders by using issue & project tracking software(Jira).
- Communicated design concepts effectively and incorporate feedback into the design process.
- Stayed current with industry trends, design tools, and emerging technologies.
- Contributed ideas for continuous improvement and innovation.

UX Specialist

AUTOZONE, INC - Memphis, TN

August 2016 to May 2017

Being an On Call UX Designer, I produced best-in-class, user-centered designs by supporting key product team partners via competitive analysis and design research, product architecture and conceptual mockups, while delivering high-fidelity, production-ready comps. My role consisted of:

- Pursued knowledge of best practices in the changing landscape of the digital retail space.
- Sought evidence in problem statements and engineered solutions for functional, usable, and accessible designs/layouts that brought purpose and value to the business and our customers.
- Created page flows and mockups for prototyping, helped in conducting usability tests for the AutoZone website redesign.
- Completed several projects, including design of an ecommerce website redesign, several wireframes for future pages on the ecommerce site, researched for responsive design, and learned Google Sprint to help with UX team building.
- Used issue & project tracking software(Jira), digital design platform(Sketch, Axure) to collaborate with product owners and UI designers.

UX Intern

AutoZone - Memphis, TN

May 2016 to August 2016

Helped to create wireframes, page flows, and conduct usability tests for the AutoZone websites.

Education

M.A. in fine arts

Memphis College of Art - Memphis, TN

August 2014 to May 2016

Bachelor's degree in Fine Arts

Le Moyne-Owen College - Memphis, TN

August 2008 to May 2013

Skills

- Time management
- Sketch
- Agile
- Microsoft word
- English
- Adobe Photoshop
- Wireframing
- Adobe Illustrator
- Computer literacy
- Communication skills
- multi-tasking
- figma
- Jira
- User Interface (UI)
- User Experience (UX)
- Branding
- Web Design
- Usability
- Adobe Creative Suite
- Responsive web design
- Presentation skills
- Collaboration
- HTML5

Links

<https://www.chriswhit.com/>

Certifications and Licenses

CompTIA A+

Groups

Member of Zeta Phi Beta Sorority, Incorporated

February 2011 to Present

Zeta Phi Beta Sorority, Inc. is a community-conscious, action-oriented organization that has national and local programs including the endowment of its National Educational Foundation community outreach services and the support of multiple affiliate organizations. Zeta chapters and auxiliaries

volunteer services to educate the public, assist youth, provide scholarships, support organized charities, and promote social and civic change legislation.