



# DONNA RAYMOND

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## CREATIVE DIRECTOR / UX/UI DESIGNER

Strategic and forward-thinking Creative Director with 25 years of design experience delivering graphically pleasing, user-centered, profitable and branded products within competitive, rapidly evolving digital arenas. Leverages extensive expertise in information architecture and wireframing, responsive/mobile application design, in addition to web and print.

## WORK HISTORY

### National Debt Relief - New York, NY | Senior UX/UI / CX Creative Director (2020 - Present)

Currently leads the CX/UX/UI design initiatives for the top U.S. debt settlement company, averaging \$400 million per month in sales, by creating the following: user flows, prototyping, wireframing, information architecture, user testing, design thinking, personas, empathy mapping, journey mapping, interface design, UX/UI components libraries, email campaigns, dashboard & portal designs, digital and print projects, website layouts, iconography, and mobile/tablet application designs.

### LendKey, Inc. - New York, NY | Creative Director /UX/UI Designer (2015 -2019)

\$3.2 trillion consumer lending market enabling 13,000+ community financial institutions to enter online lending. Handled a variety of responsibilities which include: provided a strong creative visual lead, created solid design concepts for wide ranges of projects with tight deadlines, user-testing, created user flows, wireframes, prototypes, worked within agile development processes, created iconography, layouts, mockups, elements, animation and typography, maintained brand consistency, created style guides/design systems, collaborated closely with engineers on user-centered design experiences, performed research for best practices, accessibility and responsive design. These projects ranged from desktop to mobile/apps, digital to print.

### EarthLink, Inc. - New York, NY | Creative Director /UX/UI Designer (2001 - 2015)

Major IT services, network, and communications provider to 150K+ businesses and 1M+ consumers.

Lead and individually contributed to the process of Visual and User Experience Design and Strategy across a wide spectrum of Digital and Print Brand Campaigns and Layouts, Site Designs, Social Media, Style Guides, Software Design, Security Products, Email Clients, Identity, User Portals, Search, Multivariate & A/B Testing, User Flows, Wireframing, Information Architecture, Interface Design, Prototyping, Iconography, Retail Installations, and Mobile/Tablet Applications. Managed up to six direct reports and integrated winning user-tested concepts ranging from wireframes to graphic design.

- Tested products to benefit from multivariate and A/B testing, resulting in positive lifts in excess of 50%.
- Increased revenue by 300% in 18 months by designing the member portal to include non-members.
- Streamlined user portal & web mail for maximum customer impact (generated ~\$15 million ROI in 2014.)

### Concrete Media, Inc. - New York, NY | Art Director (2000 - 2001)

A cutting edge, award winning multi-media company in SoHo New York.

Responsible for creation of Visual Designs including Print, Identity, Web, and campaigns for new business pitches.

### MindSpring Web Design - Atlanta, GA | Senior Designer (1997 - 2000)

An ISP with an in-house, small business web shop for customers who needed web site creation.

Responsible for the lead of Visual Design, Identity, Information Architecture, Coding & Design Management.

## EDUCATION AND TECHNICAL PROFICIENCIES

University of South Carolina - Bachelor of Arts in Graphic Design

Louisiana State University - Bachelor of Science in Physical Geography (Earth Sciences)

Advanced expertise in the following: Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), Sketch, InVision, Omnigraffle, Figma, CSS/HTML, iOS Guidelines, BBEdit, Bootstrap, WordPress, Word, Excel, PowerPoint, NN Group training

Portfolio: [www.itsdonna.net](http://www.itsdonna.net)