

Kwanza Humphrey

Designer | Creative thinker

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Work Summary:

Twenty years of technical expertise in transforming concepts and abstract ideas into effective communications that are both engaging and insightful. My strength lies in breathing life into ideas that are complex and “fuzzy.” I am an advocate for the customer and user experience believing that knowledge should be easily transferred in a manner that is impactful and memorable. I am a visionary able to look at the big picture, ideate solutions and find the right story to engage the decision makers to act.

MMGY Global

UX Designer

May '18 - Present

Work with a cross functional team to develop websites from conception to sketching, prototyping and user-testing for the travel industry.

Engaged in the discovery and research of voice of customer, customer needs, analytics, and requirements across the travel industry to deliver an end-to-end, holistic customer experience.

Partnered with marketing organizations, to drive site personalization to create relevant, value-added, engaging customer experiences that exceed conversion goals through consistent monitoring and optimization of marketing campaigns.

Sprint

UX Designer

June '17 - Mar '18

User Experience Designer working with executives and developers in sales and support channels to design new features and improve the digital experience.

- The lead usability designer for the registration and authentication process. Tasked to identify, fix and create a transformative experience.

Results: 25% increase in satisfaction in mitigation efforts before transformative program release.

- Created comprehensive customer journey maps of digital experiences.

Results: Project managers, directors and the Chief Digital Officer were able to share the challenges and craft solutions to increase the user experience.

Catalyst Design Program Manager

Dec '15 - June '18

User experience and design consultant responsible for working with internal business units to create amazing customer experiences.

- Created a Sprint customer Journey wall to bridge the gap between Sprints current customer experience, and Fjords intended future state.

Results: Visibility of customer opportunities and pain points for top executives to develop a road-map for creating a better customer experience.

- Helped develop and lead catalyst training program.

Results: 50 employees were trained in the design thinking methodology who now are able to rapidly develop solutions that can be tested with prototyping methods.

- Facilitated 8 ideation workshops consisting of customer and employee interviews, customer journeys, and cross functional teams to develop new ideas for solving complex problems.

Results: Fostered business relationships with Enterprise Fleet management, created a consumer selling path for Direct 2 You product, conducted a 6 week pilot in Dallas for improving the net promoter score (NPS) for early life customers, helped launch the Sprint Flex program.

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Sprint

HR Multimedia UX/UI Designer

May '04 - Dec '15

Lead designer for multi-media interactions and systems that support internal business sectors as well as retail operations. Lead illustrator and designer for training materials and assets.

- Lead designer responsible for delivering government compliance training to over 50K employees.

Results: Training hours reduced by 45%.

- Lead a team in formulating a strategy to transition content from Flash to mobile compatible training and communication materials.

Results: Completed the transition 2 months ahead of schedule to meet annual compliance training objectives

Discover the Outdoors

Graphic Designer

2001 - '04

Used HTML/CSS to maintain and develop web assets and promotional materials to support a portal driven site. Developed and designed website for national promotion to coincide with nationally syndicated show. Designed package and illustration material for web series.

Integrity by Design

Creative Director

2000 - '01

Worked with, product managers, editors, engineers, and sales staff to develop and maintain web templates for portal driven websites used by Co-ops across the midwest region.

Netsales

Graphic Designer

1999 - '00

Designed client websites (page layout, navigation, custom graphics, and logos). Partnered with executives to create presentations for company strategy. Developed collateral for corporate and client marketing. Worked with marketing team to develop corporate image.

Skills

Wireframing: 

Lean UX principles: 

User flows: 

Project lead 

Facilitation 


Design Thinking 

Sketch, Invision, Jira 

HTML/CSS, javascript: 

Adobe Suite CC: 

Illustration: 

Collaborator: 

Education

Bachelor of Science in Commercial Art: Missouri Western State University

Sprint Six Sigma Green Belt Certification