



UX UI AI Leadership

From the days when we used to design and code in HTML and Flash to modern masterpieces of UI & UX intelligence, I cut my teeth in digital and have continued to live in it since 2001. I still actively design while also leading UX & UI design teams. I have brought multiple platforms, innovations, apps, and digital marketing campaigns to market. My core UX skill set is in planning, strategy, research & discovery interviews, information architecture, UX documentation, flows, data flow mapping, wireframes and prototyping.

Career Milestones

- Helped bring **5 AutoTech SaaS products** to market overseeing design (UX/UI), branding & marketing plans
- Art Directed and Designed over **100 digital experiences**
- Created a social app that saved **6 children's lives**
- Created a 360 national campaign with a snore recording **GSK Breathe Right**
- Oversaw **Autoshow.ca** for 4 years as lead creative

My UX Process:

- Listen:** interviews, conversations & research
- Understand:** learn the user profiles or create profiles and user stories
- Map:** Journey mapping (consumer CX flows, data flows, action flows, flows, KPIs & metrics)
- Detail:** List known, discovered and assumed (unvalidated) issues
- Think:** Concept & present general strategies and ideas
- Document:** Build living requirement documents and information hubs (BRD/Wikis/presentations)
- Architecture:** Build maps (Site maps, IA flows, page flows)
- Structure:** Create wireframes (Paper & low-fidelity digital)
- UX:** Create linear click through prototypes
- Validation:** Audit, test & rework solutions
- Design:** Create or direct high-fidelity UI design
- Hand off:** Create or direct asset package & update documentation for dev
- Oversee & QA with Dev to launch**

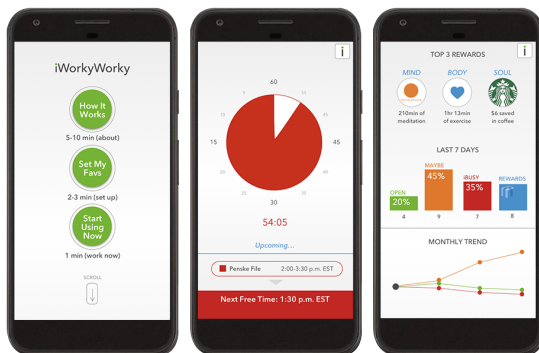
Skillset:

- Leadership:** Team & department (12+ years)
- Client facing:** 20+ years of experience presenting creative ideas, UX and technology to clients as well as public speaking
- Process:** Creation & documentation
- Analysis:** Documentation & BRDs
- UX Research:** User flow mapping (IA), consumer Journey, data mapping & persona creation
- UX UI Creation:** Wire framing (digital & pen/paper), prototyping & design
- Data Mapping:** Documenting and building requirements for data integrations. Including data flow architecture mapping.

My UX UI Tools:

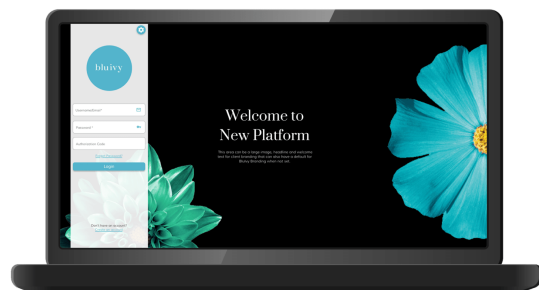
- Design:** Pen&Paper, Figma, Sketch, Adobe CC
- Project Management:** Wrike, ClickUp, Asana, Jira
- Documentation:** Confluence, Microsoft Office Suite, Wikis
- Flows & Diagrams:** Miro, Figma, Diagrams.net(Draw.io), OmniGraffle, Visio, Xmind

Projects



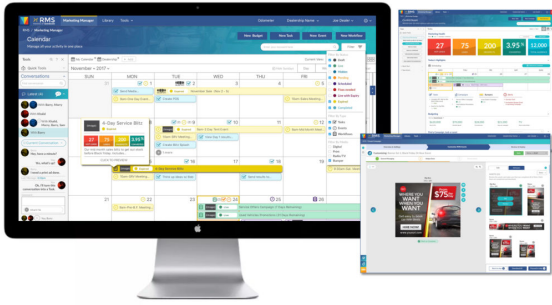
iWorkyWorky App
(UI/UX & Creative Direction, Client Management)

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Blu Ivy HR Brand Culture Scoring Platform
(UI/UX, Creative Direction, Client Management)

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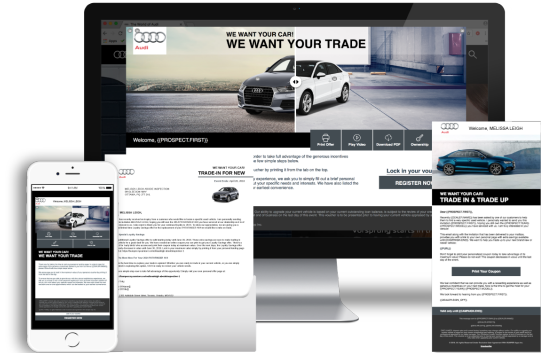
RMS Marketing Platform (UI/UX & Creative Direction)

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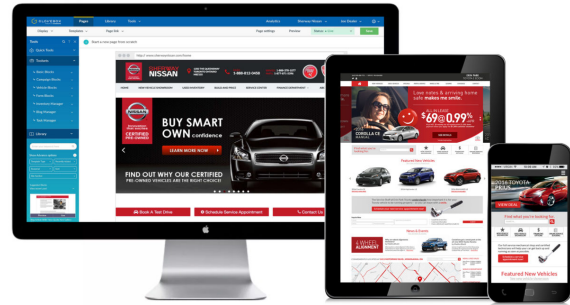
OnlineKars Auction Platform (UI/UX, Creative Direction, Client Management)

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Bumper Automotive Marketing Platform (UX/UI, Creative Direction, Campaign Library Direction, Marketing)

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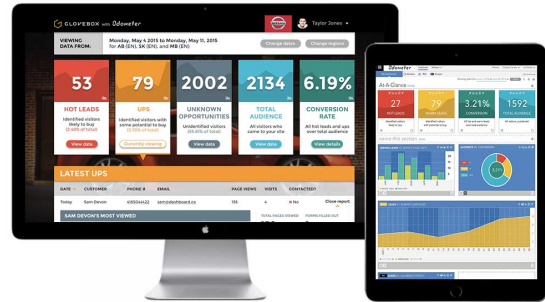
GloveBox CMS Platform (UX/UI, Creative Direction, Template Direction, Marketing)

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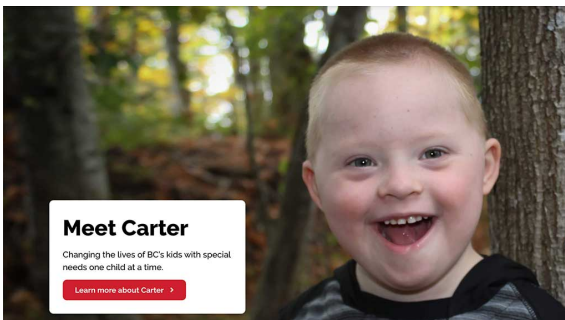
Asset Builder Platform (UX/UI, Creative Direction, Campaign Library Template Direction)

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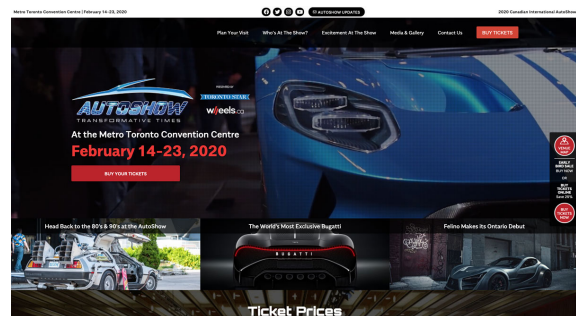
Odometer Tracking Platform (UX/UI, Creative Direction)

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Variety.bc.ca website redesign (UX Oversight, Creative Direction)

VIEW PROJECT



Autoshow.ca (UX/UI, Creative Direction)

VIEW PROJECT

20+ Years Of UX, UI & IA Projects

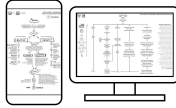
I have Planned, UX'd, Designed, Art Directed and/or Creative Directed over 100 digital experiences in my career so far. View many of them below.

[VIEW MORE UX PROJECTS](#)

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User Flow Addicts
Anonymous



5 points from 5 years of managing Creative Teams in a SaaS Tech Firm.

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