



T H O M A S
M A X S O N
user experience designer

PORTFOLIO www.thomasmxson.com

EXPERIENCE I have over six years of hands-on work experience in UI/UX design, and front-end development for rich Internet applications and mobile devices. I practice user-centered design principles, basing design decisions on user needs and business goals.

Senior User Experience Designer

Bluegreen Vacations (Boca Raton, FL)

2013 - Present

- Develop and maintain 10+ custom WordPress plugins and themes, from the ground up, which seamlessly integrate with new and existing websites resulting in a 60% time savings for future website build outs.
- Worked closely with individuals across the organization to ensure requirements and needs were defined and designed for, while adhering to user interface and user experience standards.
- Manage the web development team's project load and time management.
- Teach weekly HTML/HTML5, CSS/CSS3/LESS and WordPress fundamental classes for both beginner and intermediate associates.
- Aid leadership in developing timelines for large-scope projects, while aligning websites with current and future user and business needs.
- Managed client-relationships by creating task flows, wireframes, site maps, storyboards, taxonomies, task flows, wireframes, mockups, prototypes, localization, accessibility, visual design and design patterns.

User Experience Designer

Bluegreen Vacations (Boca Raton, FL)

2011 - 2013

- Created simplified user experiences utilizing principles of user-centered design.
- Routinely collaborated with designers and art directors to evolve website concepts from flat static files to robust responsive website templates which work across all device types.
- Modified and customized Bootstrap to implement a consistent visual style consistent with external and internal websites.
- Assisted in cross-training the department to create a more efficient and effective team dynamic.

EXPERIENCE
CONTD.

Web Designer

Bluegreen Vacations (Boca Raton, FL)

2008 - 2011

- Designed and maintained the content and branding for various company websites simultaneously.
- Composed successful creative email campaigns, while effectively meeting clients marketing requests and costs.
- Effectively Worked led a team and seamlessly incorporated all stakeholder marketing ideas.

Production Associate

Bluegreen Vacations (Boca Raton, FL)

2005 - 2008

- Re-designed all digital floor plans and logos for over 40 resorts within the company portfolio to create a better user experience and streamline updates.
- Mastered multi-tasking and exceeding expectations with aggressive deadlines and little oversight.
- Learned how to enhance and maintain branding requirements considering both the client's needs and design appeal.

Prepress Associate

Viacom Outdoor, Print Division (Deerfield Beach, FL)

2004 - 2005

- Prepped and printed billboards, banners, venue graphics and outdoor signage for MTV, Miami Heat and other large corporations.
- Team member for Viacom Outdoor's only in-house large format printer within the United States.

EDUCATION

The Art Institute of Fort Lauderdale

Bachelor of Science in Graphic Design

September 2004

Cum laude

SKILLS

Design

Interaction Design
Wireframe/Prototyping
Information Architect

Languages

WordPress (PHP)
HTML5/CSS3
JavaScript/jQuery

Software

Adobe Acrobat
Adobe Photoshop
Adobe Illustrator

REFERENCES

Upon request.