

# MARIA KUHN

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Member of the Interaction Design Foundation

Professional consultant with the proven skills and experience to combine creative and usability viewpoints resulting in world-class Web and mobile applications. Proficient in user experience (UX), user interface (UI) design patterns and standard user-centered-design (UCD) methodologies. Excellent communication skills with the ability to interact with people at all levels.

## EXPERIENCE

**FEBRUARY 2019 – MAY 2019** (CONTRACT)

### **SENIOR PRODUCT DESIGNER/UX ARCHITECT, BAYER**

Logistics, Velocity Materials Project. UX design for an enterprise-level application to manage locations and track plant history.

- Customer interviews
- Wireframes/Interactive prototypes

**APRIL 2018 – FEBRUARY 2019** (CONTRACT)

### **CX/UX CONSULTANT, MASTERCARD**

Lead CX/UX Designer for 1V4C (One Voice For Customer) Initiative

- Customer interviews/Discovery sessions
- Heuristic reviews
- Wireframes/Interactive prototypes
- Customer journey maps/Storyboards

**AUGUST 2016 – MARCH 2018**

### **EXPERIENCE DESIGNER, DAUGHERTY BUSINESS SOLUTIONS**

UX/UI Consultant for various clients including: AB-InBev, Rabo AgriFinance, HEROES Care, American Commercial Barge Lines (ACBL)

- Requirements gathering/User stories
- Product design
- Usability studies
- Wireframes/Interactive prototypes
- UX/UI design style guides

**APRIL 2015 – AUGUST 2016** (CONTRACT)

### **LEAD UX DESIGNER, SCOTTRADE**

Lead UX Designer for enterprise-level projects such as Cash Management, Scottrade Advisor Services (SAS) platform redesign, regulatory projects such as Anti-Money Laundering and Know Your Customer

- Product design
- Wireframes/Interactive prototypes
- Accessibility testing

**SEPTEMBER 2014 – APRIL 2015** (CONTRACT)

**BUSINESS SYSTEMS CONSULTANT IV, WELLS FARGO ADVISORS**

SDL Tridion Migration project. Research and interpretation of SEC and FINRA regulations for electronic content retention. Designed schemas and reusable templates for SDL Tridion WCM.

**MAY 2012 – SEPTEMBER 2014**

**MULTIMEDIA PROJECT MANAGER, ELSEVIER**

Project management for book ancillaries for Nursing and Science and Technology divisions

- Interactive eBook (epub3) pilot project
- Digital projects on Evolve, Elsevier's online portal for healthcare educators and students
- Trained and managed offshore website support team
- Led effort to standardize HTML code for book companion web sites

**APRIL 2010 – APRIL 2012** (CONTRACT)

**UX DESIGNER/FRONT-END DEVELOPER, ELSEVIER**

UX Designer for Elsevier Performance Manager (EPM) and front-end developer for nursing websites

- Collaborated with offshore development team to improve UX for the Elsevier Performance Manager (EPM), a human resources application designed specifically for hospitals
- Updated existing code to meet Section 508 Compliance for various nursing websites

**FEBRUARY 2010 – APRIL 2010** (CONTRACT)

**WEB EDITOR, WELLS FARGO ADVISORS**

HTML coding for Compliance approved marketing collateral

**JUNE 1999 – DECEMBER 2009**

**UX/UI/WEB DESIGNER/DEVELOPER, FIS**

UX/UI Designer for FIS Online Banking, Web Designer/Developer for over 50 bank public websites

## **CERTIFICATIONS**

**2018, 2017**

INTERACTION DESIGN FOUNDATION - [www.interaction-design.org/maria-kuhn](http://www.interaction-design.org/maria-kuhn)

AFFORDANCES: DESIGNING INTUITIVE USER INTERFACES

DESIGN THINKING: THE BEGINNER'S GUIDE

EMOTIONAL DESIGN-HOW TO MAKE PRODUCTS PEOPLE WILL LOVE

HUMAN-COMPUTER INTERACTION-HCI

MOBILE USER EXPERIENCE (UX) DESIGN

THE PRACTICAL GUIDE TO USABILITY

USER RESEARCH-METHODS AND BEST PRACTICES

WEB DESIGN FOR USABILITY