

# SHEILA MULLINGS, MBA

Senior UX Designer with an MBA and a development background | 2017 ADCOLOR® FUTURE | Speaker | Born in the Caribbean, raised on digital.

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## WORK EXPERIENCE

### SENIOR EXPERIENCE DESIGNER

#### VMLY&R (Formerly VML KC and Rockfish Dallas)

06/2018 – 10/2019

Kansas City, MO and Dallas, TX

Clients: Spire, Metro by T-Mobile, ArcBest U-Pack, Boehringer Ingelheim, Freddie Mac, Office Depot, Tennessee Tourism, Purdy (Sherwin Williams), Lonza/Innovative Water Care, Revlon

- Led UX and facilitated workshops for Metro by T-Mobile campaigns such as Premium Handset Protection Program, Customer Self-Service flow, improved online payments, and Bring Your Own Device, which received praise from client VP.
- Facilitated user testing for Innovative Water Care (Lonza). Simulated a grocery store shelf set up and tested/recorded user feedback that informed wires and was implemented live.
- Led UX for Boehringer Ingelheim's veterinarian-facing prevention and testing site for PPID (Pituitary Pars Intermedia Dysfunction). Co-directed creative.
- Led redesign of ABF Freight ArcBest U-Pack's consumer-facing site, including quote building, reservation creation, and move dashboard. Led and facilitated workshops with the client as well as internal work sessions. Provided direction to internal creative team.
- Co-led content strategy and IA for Freddie Mac Single Family site in conjunction with the content team and a creative partner agency.
- Worked on Revlon new business pitch in collaboration with Cincinnati & NYC offices.

### EXPERIENCE DESIGNER

#### VMLY&R (Formerly VML KC)

06/2015 – 06/2018

Kansas City, MO

Clients: Ford, FordPass, Ford Credit, Tennessee Tourism, Spire, Hope House

- Designed a global app from start to finish on a high performance team for the agency's largest client (Ford).
- Trained agency to design Android concurrently with iOS and not as an afterthought.
- Organized, implemented, and facilitated user testing for the redesign of TNVacation.com, which won Best Digital Experience at the Acquia Awards. Maintained site with updates for campaigns such as Tennessee Music Pathways.
- Designed customer portal for Spire Energy, which consolidated 5 natural gas utilities under one brand and brought improved online services to Spire's 1.7 million customers across Missouri, Mississippi, and Alabama. This IA restructure and redesign represented a 262% increase in online visitors YOY and a \$1.9 million cost savings to the client.
- Handpicked as 2017 VML Rockhurst MBA scholarship recipient by agency executives.

### INTERSHIPS

#### Various

06/2013 – 04/2015

Clients: HP, IBM, Dell, Valspar, Cox Communications, Aidells, Jack Daniels, Discover, car2go, GreenCanary Sustainability Consulting, TXDOT, North TX Municipal Water District

- User Experience: Somnio Solutions (B2B Marketing) - Austin, TX
- User Experience Planning: FCB Chicago (DraftFCB) - Chicago, IL
- Interactive Design & Development: Enviromedia Social Marketing - Austin, TX

## SKILLS

### User Experience

Wireframing, iOS Design, Android/Material Design, App Design, Responsive Design, Interaction Design, ADA compliance, Agile, Prototyping, Information Architecture (IA), Process flows, User Flows, User Testing, Journey Maps, Accessibility, Usability, Leading Workshops, Human Centered Design (HCD), Customer Experience (CX), Collaboration, Competitive Evaluation, Heuristic Evaluation, User Flows, User Testing, Content Strategy, Content Audit

### Software

Sketch, Invision, Abstract, Adobe Creative Suite, Principle, Zeplin, Omnigraffle, Axure, GatherContent

### Certifications

Certified SCRUM Master (CSM), Google Analytics Academy

### Development

HTML, CSS, Python

### Languages

Bilingual - Native Spanish Speaker

## ACCOLADES

Selected as 2017 ADCOLOR® FUTURE | ADCOLOR® Hackathon (sponsored by Apple) presenter/speaker (09/2017)

Los Angeles, CA

Speaker at Detroit.Code() 2017 Developer Conference (07/2017)

Talks: 1. You Are Not Your User 2. How to Talk to Designers (to Get them to Finally Understand!)

Acquia Engage Awards: Best Digital Experience (10/2017)

Client: Tennessee Tourism

Cannes | Shortlist (06/2016)

(Digital Craft) - Overall Functional Design | Client: Ford Motor Credit Company

Cannes | Shortlist (06/2016)

(Mobile Lions): App as a Product/Service | Client: Ford Motor Credit Company

## EDUCATION

### MBA, Management Concentration

#### Rockhurst University

2017 – 2018

Kansas City, MO

- Inducted into Beta Gamma Sigma International Honor Society for graduating at the top of the class.
- In person. Graduated a semester early while working full time.

### B.S. ADVERTISING

#### The University of Texas at Austin

2011 – 2015

Austin, TX

- Bridging Disciplines Digital Arts and Media Program
- McCombs Business Certificate
- Organizations: CTO of Texas Advertising Group, Interactive Director of TAGlines student agency, APO member/volunteer