

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 UX DESIGNER

Springbox, a Prophet Company

12/2019 - Present

Austin, TX

Clients: The Multiple Myeloma Research Foundation, Schneider Electric, Kuraray

- Led and drove both the Multiple Myeloma Research Foundation CureCloud patient registry and theMMRF.org website redesign projects as UX lead and coached and directed another UX designer.
- Implemented new tools to increase efficiency and collaboration in the Experience & Innovation department.
- Thoroughly audited a suite of brand sites and provided recommendations as part of a website consolidation project for a global, enterprise B2B client in the chemicals manufacturing space
- Produced and tested conceptual designs for a dashboard/portal redesign for a multinational B2B electric client

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.

SKILLS

User Experience + Product Design

Wireframing, Prototyping, iOS Design, Android/Material Design, Responsive Web Design, Interaction Design, Accessibility/ADA compliance, Agile and Scrum, Information Architecture (IA), Process and User Flows, User Research/Testing, Journey Mapping, Leading Workshops, Customer Experience (CX), Competitive and Heuristic Evaluation, Content Strategy

Software + Tools

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

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. Attended in person and graduated a semester early while working full time.

B.S. ADVERTISING

The University of Texas at Austin

2011 - 2015

Austin, TX

- Internships: Enviromedia, FCB Chicago, Somnio Solutions
- Bridging Disciplines Digital Arts and Media Program, McCombs Business Certificate, CTO of Texas Advertising Group, Interactive Director of TAGlines student agency, APO member/volunteer