Frederick Kinglee II

UX Researcher/Design Strategist

WORK EXPERIENCE

LuckyVitamin, Conshohocken, PA

Senior UX Researcher/Strategist   11/2022 – 03/2023

- Led design thinking workshops—mind mapping, "how might we" statement development, affinity grouping, etc., — with internal stakeholders.
- Championed the voice of the customer to ensure that we built the right product for real people.
- Developed personae, customer journeys, and road maps to better articulate the needs of our consumer base.
- Determined the most optimal web-based platforms for qualitative/quantitative research by interfacing with B2B clients.
- Conducted and moderated A/B testing of new site concepts.
- Recorded findings from qualitative and quantitative research.
- Processed data from research to highlight novel insights and "a-ha" moments.
- Translated learnings into experiences that will delight the user and increase site conversion.
- Served as a liaison for those running the customer experience platform and designed updates for ease-of-use for consumer.
- Designed user flows for email marketing to ensure uninterrupted site experience.
- Designed prototype interfaces–leveraging Adobe XD, Figma, and Creative Cloud–for user's journey through site to increase conversion rate.
- Wrote conditional logic for email campaigns to ensure that users are not over-targeted.

The Vanguard Group, Malvern, PA

UX Designer-Researcher/Design Strategist   10/2018 – 09/2021

- Facilitated empathy interviews and design thinking workshops with Coaching Community to better comprehend our user's needs, address pain points, and identify opportunities for growth through the delivery of our digital fellowships.
- Developed personae of Crew based on the current state of their Agile maturity leading through the ideal state of continuous improvement.
- Collaborated with members of the Organizational Transformation department to map Learning Journeys for Crew federally.
- Clarified use of department-specific jargon to better define terminology, role-aligned responsibilities, and promote a common, organizational language.
- Interfaced with Leadership and stakeholders to socialize emerging department initiatives in line with objectives and key results.
- Educated Leadership on the benefits of a human-centered approach to digital transformation – recognizing our customers as subject matter experts and leveraging their knowledge to expand our subdivision's intranet presence.
- Collaborated with Change Management Team to identify change agents – championing individual and collective Agile maturity as a catalyst for organizational, culture change.
- Oversaw all phases of design thinking process from discovery to testing of prototypes.
- Synthesized research findings to create actionable proposals for MVPs.

CONTACT

- Philadelphia, PA (Open to Remote)
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SKILLS

Software:
- Microsoft 365
- Adobe Creative Suite
- Google Analytics
- Qualtrics
- SharePoint
- Atlassian Suite
- Figma
- WordPress

Programming:
- HTML5
- CSS3
- JavaScript
- jQuery
- Progressive Enhancement

Hands-On:
- *Workshops*
- *Persona Development*
- *Mind mapping*
- *Journey mapping*
- *Road Mapping*
- Rapid Prototyping
- Project Management
- Wireframing
- Logo Design

Research:
- Trends Research
- Market Research
- Demographics
- Ethnography
- Heuristic Evaluation
- Qualitative
- Quantitative

EDUCATION

Jefferson University
Master of Business Administration
Strategic Design
Philadelphia, PA — 06/2018

La Salle University
Bachelor of Arts
Digital Arts — Multimedia and Design
Communication — Mass Communication
Philadelphia, PA — 05/2010

- Maintained knowledge repositories of relevant research and agile-related resources – processes, templates, white papers, guides, etc.
- Ensured cross platform functionality of intranet sites including user access and privileges.
- Educated varying stakeholders on benefits, and integration of, new technologies.
- Adhered to brand guidelines to ensure consistent/recognizable experience on all organizational platforms.
- Created value propositions to articulate the benefit of modern work practices, new ways of working, and software development operations.
- Collaborated with Amazon Web Services (AWS) consultants to expand upon learning and development of developers and build pathways for Cloud technology certifications.
- Designed information/site architecture, user journey, and user flow/pathways for AWS-driven intranet site that focused on upskilling IT Crew in Amazon, Cloud technology – including wireframing, design system, site layout, and page design.
- Conducted qualitative and quantitative research to gather insights on the differential between what B2C clients communicate versus the behaviors exhibited in order to drive adoption of evolving department strategies.

Thomas J Paul, Rydal, PA

Front End Web Developer   01/2018 – 06/2018

- Interviewed clients to gather insight on frequency and use of web sites.
- Recorded user requirements based on deep dives into client needs and future functionality.
- Designed UI for email clients based in Microsoft's OFT format. Rendered high-resolution PDF files for client review of user interfaces.
- Developed responsive HTML for multi-platform email clients.
- Edited web-based coding for iPad presentations and applications.
- Updated WordPress websites for philanthropic endeavors.

Independence Blue Cross, Philadelphia, PA

Front End Web Developer   09/2011 – 11/2017

- Facilitated workshops on career advancement-based needs of associates and feedback from previous sessions.
- Presented walk-through processes to Senior Vice Presidents to ensure ease of use of new client facility.
- Introduced wireframes to illustrate best practices for interface navigation.
- Transitioned table-based web sites to current HTML5 standards.
- Collaborated with internal communication shops to implement CSS3-based layouts.
- Utilized JavaScript/jQuery to create dynamic layouts.
- Incorporated Google Analytics code to monitor web site traffic.

DESIGN STRATEGY PROJECTS

Creative Impact Studios, Philadelphia, PA   08/2017 – 10/2017

- Assessed the current state of the brand and suggested changes in nomenclature to help differentiate themselves from competitors.
- Designed a new visual identity for the brand.
- Researched applicable trends in youth employment, communication practices, and mobile technology to steer the brand towards new opportunities in the workforce development space.
- Developed project management tool based on social media integration and usage of SEO techniques.
- Identified opportunity to leverage relationship with Massachusetts Institute of Technology for integration of artificial intelligence into current software configurations.

CultureWorks, Philadelphia, PA   04/2017 – 06/2017

- Conducted demographic and ethnographic research guaranteeing the richness of quantitative and qualitative data and accurately represent targeted user bases.
- Developed business models around unique value propositions based on customer needs, company mission, and existing and potential revenue streams.
- Evaluated the current style and rhetoric of business entities to ensure that branding is cohesive on all materials – print, digital, and intellectual [property].