Esti Livingston

443.691.9493
EstiLivingston.com
Esti.Livingston@gmail.com

User Experience
Creative Direction
Product Development

SUMMARY

I'm a dynamic and top-performing lead UX designer with in-depth experience in product development, user experience, creative direction, training and development, and strategic planning. Seasoned at leveraging extensive technical expertise in UX research, usability testing, and creating high quality and interactive fidelity designs, while strategizing goals and success metrics with project planning and leadership vision.

UX & UI SKILLS

Axure / Sketch
Design Systems / Pattern Libraries
Prototypes / Wireframes

Usability Research / UserTesting.com
Accessibility / 508 Compliance
Journey Maps

FRONT-END DEV SKILLS

Responsive Design
HTML5, CSS3, jQuery
Bootstrap, Skeleton
Custom WordPress

EXPERIENCE

DIRECTOR USER EXPERIENCE | 2021 - PRESENT
Marriott International, Bethesda, MD

SENIOR PRODUCT MANAGER | 2019 - 2021
Walmart, Bentonville, AR

- Conceptualized and oversaw a store associate training application and management tracking tool, increasing time on the sales floor and reducing overall training time from 14.5 to 7.5 hours; reaching +950,000 new users in 4,700 stores nationwide.
- Simultaneously lead product and strategy across web, desktop, mobile, and store device platforms.
- Oversaw deliverables of +100 initiatives, throughout an iterative product lifecycle, from concept to launch.
- Ensured strategy aligned with the long-term road map and customer-centric success metrics.
- Identified and communicated gaps and overlaps around dependencies and long-term business strategies.
- Incorporated design thinking, business needs, and resource capabilities into process recommendations.
- Developed and maintained relationships with stakeholders to coordinate, complete, and oversee initiatives.
- Partnered closely with cross-functional teams of designers, researchers, data analytics, and engineers.
- Conducted qualitative and quantitative research to identify progress and develop feedback loops.
- Developed wireframes and interactive prototypes to analyze user flows and navigational structures.
- Utilized results to take corrective actions based on performance variances and success metrics.
- Provided supervision and development opportunities for associates by training, mentoring, assigning duties, and providing recognition.

PRINCIPAL UX ENGINEER | 2016 - 2019
Northrop Grumman, Baltimore, MD

- Embedded client support for Social Security Administration's UX Design Systems.
- Designed, researched, and curated pattern components for the design system pattern library, implemented across all public and internal digital applications.
- Coordinated with developers and stakeholders in an agile environment to effectively integrate user research.
- Developed UX artifacts, including process flows, personas, journey maps, and UI designs.

Contrast Ratio 7.84 : 1

Esti Livingston

443.691.9493
EstiLivingston.com
Esti.Livingston@gmail.com

Product Development
User Experience
Creative Direction

- Conducted and moderated usability research with consumers and professionals, including usability testing, prototype testing, and contextual interviews.
- Developed research protocols, including facilitator guides, user scenarios, and communication templates.
- Built interactive, responsive, wireframes and high-fidelity prototypes.
- Analyzed research for user-focused information architecture, content strategies, and user-friendly designs.
- Coordinated testing logistics for various browsers, screen resolutions, viewports, and OS.
- Extensively designed and tested for accessibility and Section 508/WCAG compliance.
- Delivered usability reports, findings, and recommendations as written and presented materials.
- Adjusted specification documents and screen packages based on client feedback, user findings, and recommendations.

CREATIVE LEAD | 2014 - 2016

Vivanda (A McCormick Startup), Mt. Vernon, MD

- Designed, developed, and managed brand standards for global marketing media, including digital and social presence, online promotions, print collateral, trade shows, and photography.
- Designed and implemented UX for interactive modular widgets, including restructuring the user process flow for account sign-up and FlavorPrint service.
- Established usability tester team and strategize plans for optimal user testing.
- Conducted user research and data analytics to enhance user experience and customer retention.
- Coded and implemented front and back end code, employing jQuery, CSS3, and HTML5.
- Designed and built custom WordPress multi-sites across all products.
- Increased digital presence on social media across LinkedIn, Facebook, and Instagram.
- Served as Baltimore liaison for community outreach.

FRONT-END DEVELOPER | 2013 - 2014

McCormick, Hunt Valley, MD

- Developed and implemented engaging user experiences for global web applications.
- Led projects with outside agencies and brand managers in every aspect of creative development process throughout digital projects.
- Created and designed wireframe prototypes and mockups for internal and client-facing discoveries.
- Researched and assisted UX website usability and usability testing.
- Utilized and evolved existing CMS technologies employing C#, Sitecore, JavaScript, CSS3, and HTML5.

FRONT-END DEVELOPER | 2011 - 2013

T. Rowe Price, Owings Mills, MD

- Built and developed email campaigns, mobile apps, interactive pdfs, newsletters and event-specific iPad apps from concepts to deployment.
- Developed, managed, and executed targeted email marketing campaigns to 550,000 recipients.
- Built and established code under strict restrictions, including thorough cross-browser and device testing, 508 compliance, and incompatibility issues.
- Researched and identified user movements, bounce rates, query web-tracking, and segment client

Esti Livingston

443.691.9493
EstiLivingston.com
Esti.Livingston@gmail.com

User Experience
Creative Direction
Product Development

databases to ensure targeted experiences and successful click-through rates.
- Researched, presented, and trained new team members and associated departments in skill-building, best usability practices, new technologies, and our production processes for departmental leverage.

EDUCATION

UNIVERSITY OF BALTIMORE, Baltimore, Maryland, M.S., Interaction Design and Information Architecture
THOMAS JEFFERSON UNIVERSITY, Philadelphia, Pennsylvania, B.S., Industrial Design, Minor, Multimedia Design
UX Management Certification, Nielsen Norman Group 2019

AWARDS

Quality is Personal Award: Northrop Grumman, 2017
Spotlight on Excellence: T. Rowe Price, 2012
Shine Award: T. Rowe Price, 2011, 2012
Inhouse Design Award: Graphic Design USA, 2008
Citypaper's Best of Baltimore Local Designers, 2006

PRESENTER / EDUCATOR

VOICE Presentation: DCPS and Usability, 2018
UX Academy: Innovation: Northrop Grumman 2018
Northrop Grumman Tech Expo, 2017
Women in Tech Conference, 2013
Photoshop Seminar, Online News Association Conference 2008

Contrast Ratio 7.84 : 1