



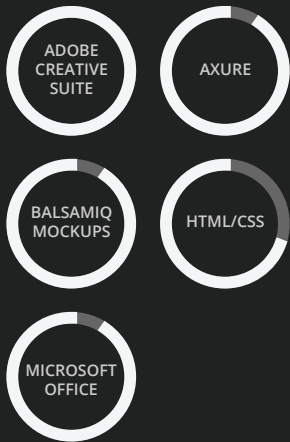
# JONELLE BOYD

## UI/UX ARCHITECT

### CONTACT

- St. Louis, MO
- jonelle@jonelleboyd.com  
www.jonelleboyd.com
- 314.223.6888
- www.linkedin.com/in/jonelle-boyd

### SKILLS



### SERVICES

- Web Design
- Application Design
- Contextual Inquiry
- Usability Testing
- Web Content Management

### PROFESSIONAL PROFILE

With over 10 years of experience in designing web content for internal and commercial clients, I believe that I have the talent, knowledge and creativity needed to accomplish any job given. My experience includes: interface design, wireframing, creating site maps & user workflows, and developing prototypes using UX software (as well as HTML & CSS). I also have experience in contextual inquiry, creating user personas, and conducting usability testing.

### WORK EXPERIENCE

#### EQUIFAX – WORKFORCE SOLUTIONS

Equifax is a global leader in consumer, commercial and workforce information solutions, organizing & assimilating data on more than 600 million consumers and 81 million businesses worldwide.

#### UI/UX Architect | March 2015 - Present

I partner with business units, development teams, and other stakeholders to design and define the user experience across a suite of web-based sites and services. Responsibilities include: (1) Creating workflows, wireframes, and high fidelity mockups of web applications, (2) Designing features within existing web sites and services to maintain consistency and ensure an optimal user experience, (3) Creating overall visual design (iconography, typography, color, space, texture... etc.) to help users easily navigate applications.

#### EDWARD JONES

Edward Jones is a financial services firm that serves investment clients in the United States and Canada, through its branch network of more than 11,000 locations. The firm focuses solely on individual investors and small-business owners.

#### Global User Interface (GUI) Designer / On-Site Contractor December 2014 - February 2015

Designed user interfaces and assets for web applications, public websites, and intranet sites. This included, collaborating with other designers, writers, business stakeholders, subject matter experts, and developers to determine user requirements, workflow, and ideal user experience.

Translated requirements into working prototypes and functional user interfaces, and tested applications with users in various testing environments to ensure optimal user experience and proper functioning.

#### SIGMA-ALDRICH CORPORATION

Sigma-Aldrich is a leading Life Science and High Technology company with biochemical & organic chemical products that are used in scientific research and manufacturing.

#### UX Web Designer / On-Site Contractor | June 2014 - December 2014

Helped design the user interface of the Sigma Aldrich ecommerce website as well as other Sigma Aldrich web applications. Maintained and supported current website screens, as well as designs screens from the ground up - designing how each page will be displayed, i.e. icons, layout,... etc.



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### WORK EXPERIENCE (continued)

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#### ENTERPRISE HOLDINGS

The corporate parent of Enterprise Rent-A-Car, Alamo Car Rent A Car, National Car Rental and Enterprise CarShare. Enterprise Holdings, through its regional subsidiaries, operates the largest fleet of vehicles in the world.

#### Website Content Specialist / On-Site Contractor February 2014 - June 2014

Responsible for creating and/or acquiring content for the EHI (Enterprise Holdings, Inc.) web and mobile properties to support business strategies and objectives. Helps to develop and implement content based on usability, analytics, search engines, and business objectives. Performs regular reviews of the website(s) to ensure content accuracy, timeliness and relevance.

#### ELSEVIER, INC.

The world's leading publisher of health science books and journals, Elsevier serves more than 30 million scientists, students, and health and information professionals worldwide.

#### eSolutions Web-Graphic Designer | September 2011 - January 2014

Responsible for creating and maintaining a consistent and customer-friendly design for online portals, applications, products, and marketing promotions. Worked closely with multiple business stakeholders designing UX/UI wireframes and mockups, as well as high fidelity user flows for web development.

#### Creative Services Graphic Designer | December 2007 - September 2011

Designed and developed promotional websites for nursing & health profession textbooks using basic HTML, JavaScript, CSS, and Flash. Also responsible for designing e-mail collateral and other web graphics. Occasional print work was done as well (logos, posters, direct mail... etc.).

#### MERIDIAN ENTERPRISES CORPORATION

Founded in 1978, Meridian is a full-service marketing company headquartered in St. Louis, MO, privately held with over 250 employees.

#### Web Designer / On-Site Contractor | October 2006 - December 2007

Worked with inhouse IT Team to design HTML and Flash websites and Intranet sites. Designed various Flash and Powerpoint presentations. Also designed e-mail blasts, logos, posters, brochures and other print marketing collateral.

### EDUCATION

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#### Webster University | Fall 2002 - Spring 2005

Bachelor of Arts with an emphasis in Graphic Design  
Minor in Web Site Development

#### St. Louis Community College | Fall 2000 - Spring 2002

Transfer Student  
Phi Theta Kappa Scholar





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### ACHIEVEMENTS

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**Liferay Digital Experience Platform | September 2018**  
Certification of Completion: Content Management

**American Council on Exercise (ACE) | March 2013 - March 2017**  
Personal Trainer Certification

**Human Resource Executive Magazine | October 2015**  
Top HR Product of 2015: I-9 Anywhere

I-9 Anywhere is a software package enabling companies to streamline their Form I-9 completion process.