

I am a User Experience Team Leader

FOCUSING ON INNOVATION AND DIGITAL TRANSFORMATION

QUALIFICATIONS SUMMARY -

An entrepreneurial-minded team leader with strengths in innovation, establishing user-centered creative solutions, building strong brands, and developing products that delight users and deliver proven results.

OBJECTIVE -

To guide teams towards the development of emerging technology that stimulates audiences to action through effective experience design (UX/UI).

SUMMARY -

Ricky joined the UX design and innovation department as a team lead at Infosys. Previously, he served as Director, Experience Design at Unum. In this position, he led Unum and Colonial Life's experience and design teams to improve both organizations' engagement with users through product design, interactive design, and brand. Prior to this, he was Creative Director for Yard Media, where he spearheaded innovation and emerging media design. Ricky also served in education. As Course Director, Usability and Design at Full Sail University, he developed the UX design syllabus for the design track.

With design thinking in his DNA, Ricky always looks for new solutions for old issues. He spearheaded a team that created one of the original telemedicine solutions, designed an early model electronic book, and developed solutions to increase engagement with insurance consumers. He has also been involved in various talks and events focused on UX.

Ricky studied traditional art and computer animation and holds a Master's degree in Media Design. His work has received many accolades, including the ADDY, Marcom, and Telly awards. His work was featured in "Creativity 34", a magazine showcasing some of the most outstanding global design talents. He is passionate about UX, helping people reach their potential, and more recently, giving new life to old art and furniture. A true creative, Ricky enjoys playing the drum and percussion instruments.

Ricky has worked for a wide-ranging list of companies, including Marriott Hotels, General Motors (GM), KFC, Pizza Hut, Infiniti, Heineken, Poulos and Bennett Civil Engineering and Florida Hospital.

 www.rickyneath.com





- ✉ rneath@rickyneath.com
- ☎ 407.702.3008
- 🌐 www.behance.net/rickyneath
- 🌐 www.rickyneath.com
- 🌐 www.linkedin.com/in/rickyneath

★ QUALIFICATIONS SUMMARY

An entrepreneurial-minded team leader with strengths in innovation, establishing user-centered creative solutions, building strong brands, and developing products that delight users and deliver proven results.

🎯 OBJECTIVE

To guide teams towards the development of emerging technology that stimulate audiences to action through effective experience design (UX/UI).

⚙️ WORK EXPERIENCE

📅 2022 - Present - Principal Consultant, Team Lead, UX/Strategic Design | INFOSYS

Lead and collaborate with teams to help clients define their innovative roadmap and functional requirements to transform their complex worlds with human-centric design-led technology solutions. Incorporate design-thinking, innovation frameworks, disruption principles, and problem-solving skills, with a hands-on approach to incubation and rapid prototyping on projects.

- Strategic Innovation: Identification, experimentation and scaling up of ideas around a strategic theme to disrupt, pivot, and reshape business objectives
- Human-centric Adoption Management: Design thinking to ensure people, process, and technology align to deliver business outcomes
- UX Design: Lead UX/UI design to ensure consistent customer experiences and outcomes

📅 2018 - 2022 - Director, Experience Design | UNUM

Led, hired and developed the UX and visual design team responsible for translating user needs, business priorities, and stakeholder goals into compelling designs for products, websites, digital applications, print, and other marketing materials. Additionally, contributed to implementing and maintaining the visual brand. Team worked collaboratively across the enterprise to create empathy maps, journey maps, personas, wireframes, prototypes, visual designs, and user testing.

- Proactively identified and directed improvements to the company's public web properties and the overall user experience
- Assisted with usability research and translated the findings into design improvements
- Oversaw the implementation of the company's visual identity on websites, landing pages, digital campaigns, and print material
- Partnered with leaders across the company to ensure accurate implementation of the company's visual identity
- Identified trends and evolutions in design including best practices and technology upgrades
- Worked collaboratively with marketing leadership to integrate design solutions into cross-platform marketing initiatives
- Articulated design concepts, user experience, and rationale to development teams, management, and senior leadership
- Identified and maintained team strengths and addressed weaknesses
- Established training plans and staffing recommendations that align the team's skill set to meet business needs, user solutions, and design innovations

📅 2002 - 2018 - UX/UI Director/Partner | YARD MEDIA

Responsible for leading, growing, and developing a team of creatives, including UX and visual designers, writers, marketing strategists, and software engineers. Ensured consistent and unified customer experiences based on research.

- Established creative vision and strategy
- Project management - led teams towards timely fulfillment of creative projects
- Relationship management and client liaison
- Managed budget
- Employee hiring, training and development
- Developed brand and implemented advertising campaigns for companies in various sectors
- Design and production of branding, 2D/3D animation, web design/development, mobile application, emerging technology, AR/VR and graphic design projects
- Managed UX/UI projects: user-centered research, information architecture and product design
- Partnered in start-up for telemedicine application utilized throughout the medical industry
- Planned, coordinated and executed training events and workshops -**
 - Photoshop brushes training program for Disney artists
 - Motivational workshops and speaking events with original member of the Jamaica bobsled team that inspired the movie 'Cool Runnings'

📅 2009 - 2018 - Course Director, Interactive Design and Usability | FULL SAIL UNIVERSITY

Taught students in the Digital Art and Design Program how to create functional design for user interfaces while optimizing the user experience (UX/UI)

- Developed course content for online and campus classes
- Conducted lectures
- Supervised lab assistants
- Conducted master lectures for the entire student body on UX for emerging technology
 - Hosted a UX/UI panel discussion on 'Mobile First'
 - Panelist in Hall of Fame discussion on Transmedia



DELROY
RICKY
NEATH

- ✉ rneath@rickyneath.com
- ☎ 407.702.3008
- Be www.behance.net/rickyneath
- D www.rickyneath.com
- in www.linkedin.com/in/rickyneath

SOFTWARE SKILLS

- Figma
- Adobe XD
- Adobe Creative Suite
- Sketch
- Microsoft Office Suites
- Apple iWork
- Microsoft Office Suites

CAPABILITIES

- Communication & Leadership
- Strategic Design and Innovation
- Design Thinking
- UX / UI Design
- Product Design
- Employee Training & Development
- Project Management
- Agile Methodology
- Resource Management
- Operations Management
- Client & Vendor Relationships
- Marketing & Branding

WORK EXPERIENCE contd.

📅 2001 - 2002 - **Senior Art Director** | BLACK COFFEE PRODUCTIONS

Creative and art direction for multimedia projects

- Client liaison
- Concept development
- Design and production for interactive projects, 2D/3D animation, video production and graphic design

📅 1995 - 2001 - **CEO/Creative Director** | D'EDGE LIMITED

Operated a design studio with a client base of companies from various sectors

- Client liaison and relationship management
- Hiring and team leadership
- Concept development and Strategizing for all Media
- Design and production of artwork for digital output
- Print supervision
- Operations Management
- Budgeting

AWARDS / ACHIEVEMENTS

- ADDY Award, Orlando Advertising Federation
- Telly Award
- Hermes Creative Awards
- Award of Distinction, Creativity 34 Annual Competition
- Marcom Creative Awards
- Design Firm Awards
- American Design Awards
- The Summit Creative Awards
- Summit International Emerging Media Award - Leader Award
- Best in Category (Brochure Design), Florida Printers Association Annual Competition
- Award of Excellence, Florida Printers Association Annual Competition
- Exhibited fine art in mixed media at City of Casselberry's exhibition, "Movement in Color"
- Exhibited fine art in the United Kingdom
- Featured in the 'Orlando Sentinel'
- Top ten finalist, Jamaica Observer Annual Calendar Competition
- Kingston Junior Chamber Certificate of Merit for excellence in graphic production

EDUCATION

2012 - Full Sail University,
Winter Park, Florida

Master of Fine Arts - Media Design

**Certified by Washington Evaluation
Services as having the equivalent of a
Bachelors Degree in Computer Graphic Design**

2000 - Full Sail University,
Winter Park, Florida

Associate of Science - Computer Animation

1993 - Edna Manley School for the Visual Arts,
Kingston, Jamaica

Visual Arts / Graphic Design

ACTIVITIES + PERSONAL INTEREST

- Traditional Art (Painting)
- Golf (volunteered as a golf coach for local non-profit group)
- Drummer/Percussionist
- Soccer(Football)
- Dominoes

REFERENCES - Available upon request