

# Charles A. Walsh

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## Experience

### Freelance UX Lead

**Heartbeat Publicis NYC, 8/18- 11/18**

- Lead the design of an internal atomic design system for UX team's wireframes.
- Content audited all UI components to create atoms, molecules, organisms, and templates.
- Workshopped with content team to validate & test the system from a content perspective.
- Created sitemaps, wireframes, & prototypes.

### UX Designer

**Pixacore NYC, 10/17- 7/18**

- Design websites, web apps, iOS, Android, & hybrid apps for Bayer, Celgene Oncology, & The Children's Place (TCP).
- Facilitated cross-discipline workshops for info architecture, personas, features, etc.
- Conducted usability testing for Celgene, which won Pixacore a full site redesign.
- Lead design for the Bayer internal app.
- Lead the IA/interaction design of TCP's Task Management Software.

### Cofounder, UX Designer

**ContextGrid NYC, 8/16-6/17**

- Cofounded an enterprise-focused Augmented Reality startup, seeded by Keith Teare, cofounder of TechCrunch.
- Part of Techcode AI Accelerator.
- Lead the end-to-end design/production of a CMS, lookup APIs, 2 iOS applications, & SDK.
- Created AR persistence solution using outside-in pointclouds, computer vision, & ARKit2.
- Created design workshops, wireframes, prototypes, in the wild testing, usability testing, and visual design using a lean ux & kanban framework.

I'm a **UX/Product Designer** & entrepreneur that's passionate about using AR, Machine Learning, & emerging tech to make people's lives more awesome.

My Startup ContextGrid was funded by Keith Teare, Cofounder of TechCrunch, & was part of the AI accelerator TechCode. Outside of startups, I've worked with fortune 500 & enterprise clients like Bayer, Celgene, BMS, The Children's Place, Avon, Tyra Beauty, Publicis, and more.

## Tools

Sketch	Expert
Adobe XD	Expert
InVision	Expert
Mural.co	Intermediate
Omnigraffle	Intermediate
Agile/SCRUM	Intermediate
HTML5	Knowledgable
CSS3	Knowledgable
JIRA	Expert

## UX Skills

### Design

#### **Workshopping/Strategy 3 Years.**

Design studio, Whiteboarding, Mind Maps, Empathy Maps, Pain/Gain Matrix, PostUp, Knowledge Matrix, Journey Maps, Story Mapping.

#### **Information Architecture 4 Years.**

Flowcharts, Sitemaps, Navigation Patterns, Content Strategy, Content Hierarchy.

#### **Wireframes 4 Years.**

Hi/Lo-Fi, iOS, Android, Web, Atomic Design.

#### **Rapid Prototyping 4 Years.**

Paper, Digital (InVision, Marvel, XD, Sketchcloud, Balsamiq), Hi-Fidelity (Flinto).

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## UX/UI Designer

**Multibrain Remote**, 2/15-8/16

- Lead UX Design & research for enterprise 3rd-party Social Media publisher web app.
- Clients: Avon, TYRA beauty, USANA, and Pampered Chef.
- Created wireframes, prototypes, user flows, & facilitated user research (interviews, testing, recruiting, data synthesis).

## Cofounder, UX Designer

**TravAlarm NYC**, 6/14-6/15

- Prototyped our Journey Planner App's UI designs via InVision & Marvel.
- Created & facilitated usability tests to improve our Traffic delay color scheme.
- Created & facilitated 'in the wild' discovery interviews to learn how NYers use their phone calendars.

## Content Writer

**R2L Inc NYC**, 10/14-4/15

- Designed a strategy using user-generated content & peer review articles.
- Used Hootsuite analytics to understand our Twitter followers & provide content.

## Copywriter

**Inked Magazine NYC**, 8/13-6/14

- Researched & conducted interviews with tattoo artists (Mimp, Seassick Mama, Max Pnieski).
- Wrote B2C web ad copy for the Inked Shop, featured articles, & web content.
- Ran the magazine's travel section & managed the Inked Mag blog.

## Education

### SUNY Buffalo

English Degree Linguistics Minor, 2013.

## UX Skills

### Research

**Usability Testing 3 Years.**

Guerilla, Online, Recruiting, & Test Writer/Facilitator.

**User Interviews 4 Years.**

Phone, Online, Surveys, & 'In the Wild' Exp.

**Data synthesis 4 Years.**

Notetaking, Affinity Mapping, Report Making.

**Quantitative research 3 Years.**

A/B testing, Multivariate Testing.

## Qualifications

### My UX Reading List

**About Face**

Alan Cooper

**Lean UX**

Jeff Gothelf

**Don't Make Me Think**

Steve Krugg

### UX Courses

**UX Design Fundamentals**

Joe Natolie

**Foundations of Usability Testing**

Chris Nodder

**Lynda UX Courses: 18 Completed Total**

Multiple Instructors

### Miscellaneous

**I'm a signed musician via E&D Records**

I make electronic indie music and my artist name is Charles Bordeaux. You can find my music on Spotify, iTunes, or any other major music platform.