

# Charles Walsh

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## Experience

### Freelance Senior UXD

7/18-6/19

@Digitas, HeartBeat, Publicis

- Lead the ideation and collaboration on an internal atomic design system for Bristol Myer Squib.
- Performed a content audit of UI, content works, wireframes, & prototypes, ideation workshops, etc.
- Notetaker, strategist, and ideation lead for Walmart's customer journey maps to improve their instore & online experiences.

### Senior UXD

10/17-6/18

@Pixacore

- 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, prototypes, etc.

### Cofounder, Product Design

9/16-11/18

@ContextGrid

- Cofounded an augmented reality startup focused on gamifying brick & mortar retail.
- Lead the end-to-end design of a web CMS & 2 iOS applications.
- Created AR persistence solution using machine learning, pointclouds, computer vision, & ARKit2.
- Created an instore navigation experience for retail using ARKit2 & magnetic positioning technology.

### UX/UI Designer

2/16-8/17

@Multibrain

- Lead UX & research for 3rd-party Social Media publisher web app for Avon and Pampered Chef.

### Cofounder, Product Design

6/15-6/16

@TravAlarm

## About

I'm a UXD, Product Designer, & Futurist. My AR startup was funded by cofounder of Tech Crunch, & was part of the AI accelerator TechCode. I've worked with fortune 500 & enterprise clients Bayer, Walmart, Bloomingdales, BMS, The Children's Place, Avon, & more.

*University at Buffalo, BA, English*

## Hard Skills

### Tools

Sketch  
Invision  
Adobe XD, Figma  
Principle, Finto  
Miro  
Trello, Asana, Jira  
Airtable  
iOS, Material Design  
Atomic Design

### Techstack Exp

HTML & CSS  
iOS & Android  
Unity, VR, Oculus  
ARKit2  
Pointclouds  
Machine Learning  
Indoor Atlas  
Native React  
BLE Beacons

## Soft Skills

### Empathize

Diagnosis, Ethnographic Studies, Journey Mapping, Empathy Mapping, Personas.

### Define

Pain/Gain Matrix, PostUp, Knowledge Matrix, Story Mapping, Affinity Mapping.

### Ideation

Whiteboarding, Sketches, Design Studio, Alignment Sessions, Flows, Information Architecture, Wireframes.

### Prototype

Digital, Paper, Lo-Fidelity, Hi-Fidelity.

### Test

Usability, Guerilla/ADHOC, Notetaker, Facilitator, Interviews, A/B, Test writing.