LYNN CYR
UX & UI DESIGNER

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Senior-level UX/UI designer with 25 years experience. My main focus is on rich internet applications (such as data-heavy financial systems and business portals) for B2B, and SaaS companies. I take confusing, complex web and mobile applications and transform them into easy to use, engaging, and efficient user experiences.

EXPERIENCE

User Experience Designer - 1999-Present

Designed graphical user interfaces for knowledge management systems, web, and mobile applications for Fortune 500 and Fortune 100 companies. Recent highlights include:

UBS Global Asset Management | Interviewed users to gather pain points and functionality requirements. Created an interactive prototype for global and key problem areas to better illustrate product enhancements, condense the user flow, and showcase interactive elements. Designed a sophisticated new brand tailored to the core audience.

Cabot Investment Technology | Defined the UX for their patented equity portfolio analytics application using interactive prototypes and visual design. Redesigned their corporate website using a Responsive design approach.

The Commonwealth Fund | Conducted stakeholder interviews to elicit business goals, needs analysis, and overall direction of the new Health System Data Center. Drafted a set of wireframes to map out a better way for users to experience features, complex data, and reports, as well as designed a whole new look & feel for the application.

ContentSavvy | Defined the UX for their ContentSeer™ platform, and created a new visual brand for the interface. Based on business and user goals, I also recommended new features such as Projects, Saved Items, and the ability to Export Reports.

Energy Federation Incorporated | Simplified their rebate processing portal by outlining a new workflow, produced detailed and annotated wireframes and designed the visual look & feel.

Andera | Redesigned their oFlows bank account opening interface. Created detailed and annotated wireframes for the entire user flow. Designed a skinnable and scaleable visual interface that leverages mobile usage. Redesigned their corporate website using a Responsive design approach.

LOCATION

After relocating to my home country of Canada in 2006, I've since been working remotely for my client base, which mostly remains in and around the **Boston** area.

CONSULTING SKILLS

Excellent communication skills with all levels of management and peers

Experience in creating Wireframes, Information Architectures, and Application Workflows

Problem solver and careful attention to detail and procedures

Patient and mature judgment, resulting in superior client relationships

Strong project management and organization skills

DESIGN SKILLS

Design within brand standards as well as develop Style Guides to streamline communications with cross-functional teams

Translate client's business objectives into solid visual concepts

Design online applications by balancing usability and accessibility with timeless, user-centered design

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EXPERIENCE, *cont.*

Wal-Mart | Redesigned the single largest B2B supplier portal, including Dashboard view with drag/drop capabilities and user settings wizard. Produced a detailed 28-page Style Guide.

Lifeables | UX lead for social curation platform. Produced detailed wireframes and interactive prototypes, designed a consumer-focused interface and themed layouts.

Location, Inc | Designed data- and graph-heavy Crime Hazard reports for SecurityGauge™, which get dynamically-generated into a PDF file. In addition to the information design, I also designed the corresponding public-facing website for SecurityGauge™.

Planned Parenthood Federation of America | Re-architected and redesigned their website. Integrated 128 local affiliate websites, third-party web application vendors, and dynamic integration with health services.

Direxxis | Produced detailed wireframes and redesigned their web-based tool (dmEDGE). Created interactive search and results filtering paradigms and sliding information panels.

Citigroup | Designed their Managed Trades web application, following strict branding guidelines. Challenges included complex table structures, multi-tiered navigation, and interactive components.

Designed websites and web applications for clients such as:

Kronos	**Audi of America**	**Iron Mountain**
Accenture	**New England Coffee**	**VeriFone**
Genzyme	**Virtual Iron**	**Zurich Insurance**
TimeTrade	**VFA**	**Keeeb**

Senior Web Designer - Computer Sciences Corporation (*formerly Onward Technologies*) - Waltham, MA - 1996-1999
Designed dynamic websites and online applications for multiple Fortune 500 companies in collaboration with User Interface experts, Information Architects and Software Developers.

Freelance Web Designer - 1995-1996
Designed and deployed marketing websites for various small- to medium-sized businesses.

EDUCATION
Enhancing Web Pages with JavaScript
1998 - Asymetrix Learning Systems
Needham, MA

Basic Macromedia Director
1997 - Asymetrix Learning Systems
Needham, MA

Graphic Design Certification
1995 - CCNB Dieppe
New Brunswick, Canada

REFERENCES
Available upon request

ONLINE PORTFOLIO
For detailed Case Studies of selected projects, please visit my website at
www.lynncyr.com