

# NOEL TRIPLETT ZIEGLER

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**Experienced UX/UI Designer** with 20+ years in designing and delivering exceptional user experiences for complex designs. Skilled in working with cross-functional teams, conducting user research, and translating insights into actionable design solutions. Proven track record of delivering successful, multiple projects on time and within budget. Passionate about creating intuitive and engaging digital experiences that meet user needs and drive business goals.

## Areas of Expertise:

- UX/UI Design and Execution
- Team Leadership and Training
- UX Research and Testing
- Prototypes and Workflows
- Client Relations
- Assignment Scheduling
- Process Development
- Customized Enhancements
- Project Management

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## PROFESSIONAL EXPERIENCE

### **Latcha + Associates | Head of UX Design, 2020 – Current**

Started as sole UX designer at content agency out of Detroit fully remotely. Handled large builds supporting research, presentation, UX templates, prototypes, and documentation for developers as well as user testing. Trained a contractor and UX designer in 2021. Trained them and brought them up to speed in a high paced environment so that we could still execute projects on time. Worked on engaging proposals to aid in gaining contracts with such clients as Kia, Hyundai Finance, Chris Craft and Ford.

#### Key Achievements:

- Consistently completed multiple assignments on tight schedules while maintaining high-quality production standards.
- Maintained training materials for contractors and new hires and materials so that others in the company know what to expect from the UX team.
- Highly collaborative with developers in the US and oversees to execute step-by-step processes and handled all inquiries pertaining to the UX experience.
- Presented UX ideations to clients to share ideas and directions so they were involved in the design and “up to speed” as the project moved along.
- Kept up to date with latest technologies and researched abilities so that Latcha + Associates could stay in the forefront of content expertise.

### **WebMD | Design Leader for Creative Services, 2015 – 2020**

Hands on designer who also directed and mentored a team of onsite UX/UI designers, contractors, and freelance professionals to create engaging user interfaces and quality customer journeys. Instrumental in leading and creating projects from initial client kickoff and user research through the design process, prototypes, user flows, and postmortem evaluation. Allocated assignments and supported the team to complete

three to six projects daily and meet critical timelines. Established processes to increase efficiencies and quantitative results. Coordinated with project and account managers to administer creative requests through online dashboards, optimize resources, assign and track 10 to 15 projects daily, monitor team production, and report to stakeholders. Researched and implemented new technologies and communicated and trained the team on new tools, guides, and procedures.

**Key Achievements:**

- Improved development processes and efficiency for new hires, freelance designers, and contractors by creating and implementing detailed UX/UI templates, documentation, and product style guides.
- Collaborated with a developer to devise a custom tool that matches character count and converts client copy into "Lorem Ipsum" placeholder text to save time and eliminate the need for repeated mockup changes.
- Personally developed multiple projects to meet high standards for clean, responsive design while simultaneously overseeing all team members' projects to ensure quality, on-time completion.
- Gained reputation with development and quality assurance teams as a reliable source of institutional knowledge and guidance to achieve quality standards.

**WebMD | Lead UX/UI Designer, 2011 – 2015**

Coordinated UX/UI design team to meet demands for Creative Director in producing high-profile, multimillion-dollar programs. Conducted training and developed templates to prepare for all possible scenarios. Led kickoff meetings to evaluate design needs and strategize with the Director to meet client expectations. Collaborated with multiple teams to ensure efficient project progression from design through completion.

**Key Achievements:**

- Enhance Creative Director's effectiveness by taking charge of kickoff meetings and initiating assistance with complex projects.
- Implemented training and templates for commonly used products utilizing user research to increase team efficiency and customer satisfaction.

**WebMD | Senior UX/UI Designer, 2005 – 2011**

Executed production for multiple UX/UI design projects to meet requirements for day-to-day assignments and complete projects within strict timelines in a fast-paced environment.

**Key Achievement:**

- Consistently completed multiple assignments on tight schedules while maintaining high-quality production standards.

## **EDUCATION**

**Bachelor of Fine Arts in Graphic Design**, Savannah College of Art and Design, Savannah, GA

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## **TECHNICAL PROFICIENCIES**

Sketch, Zeplin, Marvel, InVision, Adobe XD, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, WorkFront, Jira/Confluence, Responsive Architecture, Information Architecture, Specs Documentation, User Template Organization, User Research, Agile and Waterfall Environments

## **REFERENCES**

Available upon request