

STACEY WARTHEN

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240.678.4517

Richmond, VA



EXPERIENCE

Azul Arc, Atlanta, GA / Richmond, VA

VP, Design & Product Management, Oct 2018 – Present

Director of Design Strategy & Digital Products, Dec 2015 – Oct 2018

Design Strategy & Product Manager, April 2015 – Dec 2015

- Lead, manage and mentor the UX and Product Management team to meet company KPIs while encouraging innovation and industry best practices.
- Drive user-focused design solutions, including UX, UI and creative direction for client web and mobile engagements, particularly in key accounts.
- Conduct user interviews and testing. Utilize data to drive product backlog and scope decisions.
- Manage design discovery process and lead client engagement and workshops.
- Manage product life cycle across all products/product lines (mobile and web) leveraging Agile methodologies.
- Ensure effective cross-functional collaboration with Atlanta based and international development team.

USO, Arlington, VA / Atlanta, GA

Brand and Creative Services Specialist, Oct 2011 – March 2015

- Delivered innovative design concepts and creative solutions to strengthen USO brand reach and relevance. Deliverables include: collateral, marketing materials, website design.
- Designed and developed compelling campaigns for USO.org, and their digital channels, in collaboration with the digital team, to meet the organization's fundraising goals.
- Developed new brand style guide; redesigned USO corporate marketing materials to resonate with target audiences.
- Led creative strategy team and designed full suite of event collateral for USO Gala, the marquee annual fundraising event.

Stacey Warthen Design, Richmond, VA

Owner & Designer, May 2011 – Present

- Full Service Design Firm \ UI/UX & Web Design \ Identity Packages & Rebranding
- Projects include: Brand identity for CharityBox, a non-profit startup, rebranding for The Style Ref blog and wedding collateral designs.

Junta de Andalucía, Province of Cádiz, Spain

Language and Cultural Assistant, Sept 2010 – May 2011

- Designed and implemented innovative lesson plans to improve English comprehension and American cultural understanding.
- Expanded personal communication skills through adaptation to customs, culture and language and through everyday interactions.

Classic Homes of Maryland, Rockville, MD

Lead Designer and Marketing Associate, Sept 2008 – August 2010

- Conceptualized, designed and maintained the visual identity of Classic Homes and sister company, Windsor Homes.
- Created and managed the website design and marketing content for Classic Homes and its subsidiaries. Increased relevant website traffic and recognition through creation of web-based marketing plan.
- Increased brand visibility through development of weekly/monthly public events, including the annual fundraiser for Habitat for Humanity.

SKILLS

Industry Knowledge

UI Design
Wireframing
Prototyping
Object-Oriented UX
Usability Testing
User Research
Interaction Design

Tools & Technologies

Sketch
Figma
Adobe Suite
InVision

Other Skills

Working knowledge of HTML & CSS
SaaS, Web and Mobile design experience
Accessibility design experience
Requirement Gathering & Release Management
Big picture and detail-oriented
Linear and creative problem solving
Systems thinking
Product Roadmap Development
Agile Methodology
Cross Functional Collaboration

EDUCATION

General Assembly, Washington, DC

Front-End Web Development, 2014

- Designed and built websites using HTML, CSS and JavaScript

University of Maryland, College Park, MD

BA, studio art, 2008

- Concentration in graphic design
- Minors in art history, Spanish
- Dean's List 2004-2008