

Garrett Fox

Senior UX Designer

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EXPERIENCE

Senior UX Designer

Salt River Project (SRP)

December 2015 - Current

Phoenix, Arizona

- 2020: Promoted to Senior position
- Sole UI/UX designer for all post-login customer facing web/mobile app interfaces (My Account, SRP Power app, SRP M-Power app, SRP Water app)
- Per J.D. Power 2024 Utility Digital Experience Study, SRP provided a digital experience with an overall satisfaction score (653) nearly 50 points higher than national average (594), ranking #2 (out of 48) for large sized Utility Providers
- Launched WCAG 2.1 AA compliant redesign of SRP My Account web application in 2019, improving overall customer satisfaction from 65% to 85% in 6-month span based on internal customer surveys
- Launch of SRP M-Power app (pay-as-you-go electric utility service) resulted in driving over 70% of payments to app; eliminating need to drive to physical payment kiosks and contributed to complete removal of all SRP-owned kiosks
- Conducted user research sessions by designing wireframes, mockups and functional prototypes for customer facing and enterprise/internal products
- Utilized Axure and Figma for creating mockups and functional prototypes, as well as integrating branding standards into design systems; served as a brand ambassador to ensure consistent application of branding across SRP web and mobile products (iOS, Android, Bootstrap, React)
- Consulted across internal UX enhancement projects, ranging from company Call Center to Water Field Workers

Senior UX Designer

American Airlines

February 2013 - December 2015

Tempe, Arizona

- 2015: Promoted to Senior position
- Designed functional prototypes, mockups, and wireframes (low to high fidelity) for customer-facing and internal products
- Created and maintained a functional Axure component library, serving as a reference for the design team to streamline project development
- Led prototype demonstrations and design reviews with internal teams, stakeholders, and managers
- Mentored teammates on UX best practices and principles, and provided QA support to ensure consistency between developed features and UX specifications

SUMMARY

With over ten years of experience building B2B and B2C products across mobile and web, I deliver end-to-end applications, manage design systems, and incorporate user research with a palette for minimalism and simplicity.

CERTIFICATIONS

- Interaction Design, Nielsen Norman Group (2022)

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe XD
- Axure RP
- Design Systems
- Figma
- Functional Prototyping
- HTML/CSS
- Interaction Design
- User Research
- WCAG/ADA

EDUCATION

Bachelor of Science

Arizona State University

Graphic Design

Graduated 2010