

Garrett Fox

Senior UX Designer

📞 +16232019795

✉ fox.garrett@gmail.com

📍 Oxford, Michigan

🌐 [linkedin.com/in/garrettfox/](https://www.linkedin.com/in/garrettfox/)

🌐 garrettjfox.com

EXPERIENCE

Senior UX Designer Salt River Project (SRP)

📅 December 2015 – Current 📍 Phoenix, Arizona

- 2020: Promoted to Senior position
- Per J.D. Power 2024 Utility Digital Experience Study, SRP provided digital experiences with an overall satisfaction score nearly 50 points higher than national average, ranking #2 (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
- Sole UI/UX designer for all post-login customer facing digital products (My Account web portal, SRP Power app, SRP M-Power app, SRP Water app)
- Designed and tested wireframes, mockups, and prototypes through user research sessions for customer-facing and enterprise products
- Built design system in Figma integrating brand standards across iOS, Android, and web (Bootstrap, Kotlin, React, Swift) and ensured consistent brand application across all SRP digital products
- Led UX improvements for Call Center operations and Water Field Worker tools, as well as various SAP-centric applications as part of the larger Customer Modernization project

Senior UX Designer American Airlines

📅 February 2013 – December 2015 📍 Tempe, Arizona

- 2015: Promoted to Senior position
- Designed low- to high-fidelity and functional prototypes for customer-facing and internal products
- Created functional Axure component library that standardized design patterns across the team
- Presented prototypes to stakeholders and leadership for design approval
- Mentored junior designers on UX principles and conducted QA reviews

SUMMARY

Senior UX Designer with 10+ years driving measurable business outcomes through customer-centric design. Led WCAG 2.1 AA redesign that increased customer satisfaction from 65% to 85%; designed M-Power app that shifted 70% of payments to digital channels. Expert in design systems, user research, and delivering enterprise-scale solutions for web and mobile platforms.

CERTIFICATIONS

- Interaction Design, Nielsen Norman Group (2022)

SKILLS

- Design Tools
 - Figma
 - Axure RP
 - Adobe Creative Suite
- Core Competencies
 - Design Systems
 - User Research
 - Interaction Design
 - Functional Prototyping
 - WCAG/ADA Compliance
 - HTML/CSS

EDUCATION

Bachelor of Science Arizona State University

- 📖 Graphic Design
🎓 Graduated 2010