

# Garrett Fox

Senior UX Designer | Complex Digital Experiences | Design Systems

## SUMMARY

Senior UX Designer with 10+ years of experience designing and improving customer-facing web and mobile experiences. Skilled in user research, interaction design, prototyping, accessibility, and design systems, with a track record of simplifying complex workflows and delivering measurable improvements in customer satisfaction and digital adoption. Experienced owning UX from research through implementation and working closely with engineering, business stakeholders, and operational teams.

## EXPERIENCE

**Salt River Project (SRP), Phoenix, AZ** — Senior UX Designer | Dec 2015–Present (Promoted 2020)

- Increased customer satisfaction from **65% to 85% within six months** by leading the WCAG 2.1 AA redesign of the SRP My Account web portal.
- Led UX design for the SRP M-Power mobile app, supporting digital payment adoption and the retirement of SRP-owned payment kiosks, with **more than 70% of customer payments** made through digital channels.
- Owned UX design for four post-login customer experiences across web and mobile: My Account, SRP Power, SRP M-Power, and SRP Water.
- Contributed to customer-facing digital experiences at SRP, which **ranked #2** among large utilities in the 2024 J.D. Power Utility Digital Experience Study, **scoring 653 against the national average of 594**.
- Conducted user research and usability testing, translating findings into user flows, wireframes, prototypes, and design decisions.
- Built and maintained reusable design-system components and prototypes for web, iOS, and Android experiences, supporting consistent implementation across Bootstrap and React-based applications.
- Partnered with engineering, customer service, field operations, and other business stakeholders to simplify complex workflows and support implementation.

**American Airlines, Tempe, AZ** — Senior UX Designer | Feb 2013–Dec 2015 (Promoted 2015)

- Designed wireframes, mockups, and interactive prototypes for customer-facing and internal applications.
- Built and maintained a reusable Axure component library to improve design consistency and efficiency across projects.
- Led stakeholder design reviews, collaborated with development teams on design QA, and mentored designers on interaction design and prototyping practices.

## CORE SKILLS

### UX & Interaction Design

End-to-End UX, Interaction Design, Information Architecture, User Flows, Complex Workflow Design, Web and Mobile Applications

### Research & Validation

User Research, User Interviews, Usability Testing, Prototype Testing, Design Validation

### Design Systems & Prototyping

Design Systems, Component Libraries, Figma, FigJam, Axure RP, Functional Prototyping, Wireframing, High-Fidelity UI Design

### Accessibility

WCAG 2.1 AA, Accessibility Testing, Inclusive Design, ADA Accessibility

### Collaboration & Delivery

Stakeholder Management, Cross-Functional Collaboration, Engineering Handoff, Design QA, Agile/Scrum

## TOOLS

Figma, FigJam, Axure RP, Adobe XD, Photoshop, Illustrator, InDesign, HTML, CSS, Bootstrap, React

## AI-ASSISTED DESIGN & DEVELOPMENT

Claude Code, Claude Design, ChatGPT, Gemini

## CERTIFICATION

Nielsen Norman Group— Interaction Design (2022)

## EDUCATION

Bachelor of Science, Graphic Design — Arizona State University (2010)