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24 YEARS EXP :: PRINCIPAL PRODUCT DESIGNER

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UME



SUMMARY ::

Principal Product Designer with over 20 years of experience working for Fortune 500 companies including Sparq, Oracle, Hallmark Cards, USF Bulls, Time Warner, Nielsen, High Voltage Games, Vario Virtual, Berkshire Hathaway, and Nucor Steel. Clinging to the code of professionalism and motivating teams through positive encouragement to create progressive designs, deliver quality code, and enhance brand messaging for memorable experiences.

EXPERTISE ::

- Figma, Adobe XD, Zeplin
- Figma Prototypes
- RIVE, Adobe Animate
- Photoshop, Illustrator
- Webflow, Dreamweaver
- Android and iOS App Design
- Figma Design Systems
- Usability Interviews
- Humane Marketing
- JIRA, Azure Boards
- HTML, CSS, Native Grid
- JavaScript, JQuery
- PHP, MySQL
- Video/Motion Design
- Ableton Live

MOTIVATION ::

For the last 20+ years I've had the pleasure of working with some awesome companies and some exceptionally talented people. My motivation and dedication for the Web has been intrinsically forged from two decades of ceaseless passion toward an ever-expanding journey into design and development. I am always interested in learning about new technologies, new marketing strategies, and using my creativity and experience to help brands achieve their goals.

The expanse of the Web continues to grow into a future of extraordinary possibilities. I have always enjoyed walking the line between creativity and code, but more importantly, reveling in the moments that make a difference in the way people experience and interact with technology.

Fort Worth, Texas
hello@sterlinghill.io
816-729-4007





WORK EXPERIENCE ::

Principal Product Designer (UX/UI) :: Sparq :: Aug 2022 to Jan 2025

Sparq is a progressive development agency dedicated to application development and digital design experiences. Featured clients include UPS, Enterprise, Southwest Airlines, Pfizer, and Caris Life Sciences. Responsibilities: Manage and guide products with efficient designs and user experiences for Sparq clients.

Accomplishments:

- Redesigned Nucor Steel's ecommerce store including admin interfaces for all back-end roles.
- During the discovery process, captured 14 video interviews for Medify Health.
- Designed new dashboard and search interfaces for Medify Health in Figma and Photoshop.
- Designed over 80 new screens for all application pages and forms for Caris Life Sciences in Figma
- Helped sell Design Services for Sparq in pitch presentations with design assets and speaking on UX.

Creative Director :: Newman Services, Inc. :: Sep 2019 to Aug 2021

Newman is a non-profit helping high school students find the best college for their academic goals. Responsibilities: Manage dev team and four company websites. Design phone app and dashboards.

Accomplishments:

- Designed the user experience and user interfaces for the iOS/Android Newman Connect app in Adobe XD for a development cycle of one year and a one million dollar budget.
- Designed all of Newman's back-end admin interfaces for the marketing and sales teams.
- Created four public-facing websites and three separate data dashboards.
- Worked in HubSpot to analyze form field stats, campaign metrics, and funding targets.

Senior Product Designer (UX/UI) :: Freelance :: Oct 2006 to Sep 2019

Responsibilities: Create unique designs and experiences for corporate clients while maintaining marketing goals and branding. Lead and motivate teams to create unique designs and memorable sites.

Accomplishments:

- Designed and coded the official Lana'i Hawaii website for Larry Ellison of Oracle.
- Product development for Vario Virtual with interactive 3D walkthroughs in Adobe XD.
- Created all of the admin interfaces and forms for Hallmark Cards Personalized Greetings department.
- For the University of South Florida Bulls NCAA basketball team used Flash, ActionScript, After Effects, and Adobe Audition to create a touch-interactive 9ft x 12ft wall installation.
- Made Change Agents, a typically boring government support agency, look hip, cool, and engaging.
- Increased brand image for GenXRewards by creating a progressive travel website with original videos.
- Created and maintained High Voltage website; creators of Mortal Kombat X, Saints Row and more.





WORK EXPERIENCE ::

Senior Web Designer :: Time Warner, Inc. :: May 2003 to Sep 2006

Time Warner is the multimedia leader in TV entertainment, movies, cable systems, and broadband. Responsibilities: Build, administrate, and maintain company web sites, Intranet, and Oracle databases.

Accomplishments:

- Designed and programmed six Flash/ActionScript sites for Road Runner Business Class.
- Programmed forms and database for Digital Phone app in JSP/Tomcat and Oracle 9i database.
- Created HBO, Showtime, and Pay-Per-View graphic assets for corporate marketing department.
- Maintained ten full-scale web sites and designed interfaces for PayXpress online bill payment system.
- Designed forms, graphics, and process flow for an America Online/Road Runner CSR interfaces.

Junior Web Designer/ Developer :: Nielsen Holdings, PLC. :: Jan 2000 to Nov 2002

Nielsen Holdings is an international corporation for television ratings, radio, entertainment, and major magazine publishing including The Hollywood Reporter and Billboard magazine. Responsibilities: Design interfaces, user flows, and fully code forms for event and media databases.

Accomplishments:

- Designed user interfaces and online registration forms for data interchange using Perl 5 and MySQL.

EDUCATION ::

- RIVE interactive design from the School of Motion Design - 2025
- UX/UI Designer certifications from the Interaction Design Foundation - 2022
- Macromedia certified in Flash MX ActionScript - 2003
- Oracle DBA from Techno Edge, Inc. - 2002
- Macromedia certified in Advanced Flash and Dreamweaver - 2000
- Quark, Photoshop, Advanced HTML - 1999
- Drafting & Mechanical Design - AutoCAD, Tulsa Jr. College

AWARDS ::

- Time Warner Web Developer of the year for corporate think tank.
- Time Warner Web Developer of the year in application development.
- Time Warner of Texas employee of the year; all expenses paid trip to Puerto Rico.
- Overall outstanding Art Student of Union High School with awarded scholarship.

