**Donnie G. Maynard, MCP**

*Senior UX Designer & Information Architect*

*Portfolio:* [*www.donniemaynard.com*](http://www.donniemaynard.com)

*Lake Wylie, SC*

### SUMMARY

Designer with an extensive background in UX, visual design, UX research, information architecture, mobile-first design & development, front-end development, illustration, and game development. Experience in the eCommerce, B2B, banking, non-profit, healthcare, and entertainment industries, with a variety of agile tools & processes. Over five years of experience with AI platforms & tools.

My goal is to design experiences and content that improve people’s lives. Always ask, “Are we solving the right problems?” I strive to create user-centric, data-driven designs, ensuring increased user satisfaction and product performance.

### EXPERIENCE

**Senior UX Designer (remote)**

Edward Jones via TEK Systems • Jan 2022-Nov 2024

Responsible for UX design efforts for the Trading Operations Portfolio consisting of 9 internal applications across 4 product teams. My team included a UX Researcher and several Product Owners who I worked with daily to identify needed design work and create solutions for the Firm’s Trading applications.

**Projects & Responsibilities:**

* Migration and redesigns of Legacy & mainframe applications to modern Web apps. Designs were created in Figma using our in-house Design System; I developed custom components as-needed.
* Led weekly meetings with Product Managers, Product Owners, and technical teams
* As Design Squad Leader, facilitated weekly meetings as a space for designers to share work and participate in feedback sessions, engage in team activities, and discuss design topics & trends

**Day-to-day:**

* Worked with UX Researchers and internal stakeholders to determine applications’ current features, program flow, and pain points, if any
* Identified improvements based on analytics data as well as the Financial Advisors’ workflows and day-to-day tasks (insight from research and feedback sessions)
* Developed requirements, created design concepts, user flows, wireframes, mockups, and high-fidelity designs; reviewed with Product Owners and team to determine updates
* Presented designs and rationale to stakeholders and the business
* Worked with developers to ensure designs were implemented to spec
* Coordinated launches with Product Owners and team members
* Developed, wrote, and maintained process and design documentation, ensuring compliance with regulatory requirements

**Design System Architect (remote)**

GoodRx via TEK Systems • April 2021-Dec 2021

Responsible for the information architecture and organization of the company’s internal Design System used by the UX and Visual Designers. Also assisted the design teams by conducting analyses of existing customer journeys on the GoodRX.com website in order to create User Flows and improve the customer experience.

* Led the architecture of the company’s internal Design System and assisted with the creation and maintenance of Figma components.
* Developed design standards, typography, iconography, templates, and design patterns adhering to Brand Standards.
* Educated product teams and designers on the use of the design system, components, and UI libraries
* Audited the Design System for adherence to requirements
* Audited site and mobile app pages for Design or Brand defects
* Created new application flows for site/app features

**UX Lead (hybrid onsite-remote)**

Wells Fargo via TEK Systems • Mar 2019-April 2021

**Projects:**

* Led UX efforts for the Wells Fargo Works platform migration, resulting in a redesigned site with more concise, relevant, and updated content
* Led UX efforts for the redesign of the public-facing Small Business Website

**Day-to-day:**

* Maintained & updated internal component standards and design standards library (documentation, visual specs, interaction specs, brand standards) for Public site
* Mentored junior designers in design direction and technical specs
* Assisted with wireframes and prototypes (using Sketch, and later, Figma)
* Delivered presentations and design rationale to stakeholders and the business

**UX Architect**

AutoZone, Memphis TN

**UX Architect** • May 2017-Mar 2019

* As UX Architect, I was responsible for site audits, creating flows, wireframes and prototypes, and ensuring the AutoZone.com website incorporated usability best practices and met Accessibility standards.
* Created components and templates for the visual designers (Sketch); using Joomla, I developed an internal portal for the design team that held documentation, templates, design components and UI libraries, etc.

**Web Developer II** • Jun 2015-May 2017

* As a web developer, I was responsible for daily updates to the AutoZone.com Home page and product/category pages as-needed. This involved creating visual designs for various brands and featured product pages, and creating the HTML/CSS for the pages, then working with the back-end developers to launch the pages to the live production environment.
* Working with our Spanish-language team, I updated our Mexico and Brazil websites weekly, creating banners and promotional graphics, and updating the HTML/CSS. We also built new pages for various featured products.
* Built the AutoZone Rewards section of AutoZone.com, which included visuals, writing HTML/CSS code for components (such as a progress bar that kept track of the customer’s Rewards Points balance), and developed other components such as login forms, Account Profile forms, etc.

**Front-end Web Developer**

Belk eCommerce LLC, Charlotte NC • Sep 2011-Feb 2015

* At Belk, I was responsible for developing pages from the web designers and deploying them to the live Belk.com site. This included product and category page updates, navigation updates, replacing or updating product images and photography, or creating new pages for featured products or promotions (coupons, brand spotlights, etc).
* Updated the Home page as needed, often 2-3 times per week. This included featured promotions (“Hero” area), creating or updating product sliders, or header/footer updates.
* Developed the Belk Careers website; my role was front-end development from scratch, including site architecture, writing and maintaining the CSS libraries, HTML code, developing the navigation, and working with the back-end developers to deploy the site.
* Updated various “utility” areas of the site such as Shopping Cart, Accounts/Profile, Rewards pages, etc. Also updated FAQ, Legal pages, and informational pages as needed (text and/or general front-end work).

**Digital Production Artist**

Overground, Charlotte NC • Mar 2011-Sep 2011

**Web Designer**

Lowe’s Home Improvement, Mooresville NC • Apr 2010-Feb 2011

**Web Content Developer and Videographer**

Material Handling Industry of America, Charlotte NC • Oct 2007-Apr 2010

**Web Designer**

Lowe’s Home Improvement, Mooresville NC • Sep 2006-Jun 2007

**Web Applications/Database Developer**

Wray Ward • May 2006-Aug 2006

**Information Systems Developer**

Harrell, Saltrick, & Hopper P.C. • Jul 2005-May 2006

**Software Tester (remote/part-time/contract)**

Renderosity.com/Bondware, Murfreesboro TN • 2002-2005

**Sound Designer & Audio Programmer (contract/remote)**

Blue Omega Games, Annapolis MD • Apr 2004-Nov 2004

**Web Applications Developer**

Arch Wireless • May 1999-Jul 2004

**Graphic Designer (print & digital)**

Kinko’s, Charlotte NC • March 1998-May 1999

**Graphic Designer (contract/temp)**

Alphagraphics, Charlotte NC • 1998

**Photoshop Trainer & Apple Systems Consultant**

MacWise, Matthews NC • Apr 1997-Aug 1997

### EDUCATION & CERTIFICATIONS

**Interaction Design Foundation**

Nov 2018-Present (online/continuing ed.)

**Microsoft Certified Professional**

Jul 2006-Present

**Central Piedmont Community College, Charlotte, NC**

A.A.S. in Internet Technologies, 2003-2006 • Program GPA: 4.0

Visual Basic.NET Programming Certificate, 2004

**Central Piedmont Community College, Charlotte, NC**

Graphic Arts, 1995-1996

**New Horizons Learning, Charlotte, NC**

Microsoft Official Courses (MCSD track), Jun 2005-Jan 2006

**ONLC, Charlotte, NC**

Microsoft Official Course 70-480 (HTML/CSS/JS), Nov 2013

**Pendo**

Product Analytics Certification, Nov 2024

**Microsoft (MVA)**

ASP.NET Development, 2005-2014

### EXTRACURRICULAR

**Central Piedmont Community College**

Phi Theta Kappa, Dean’s List, CPCC Simulation & Gaming Advisory Board (Founding Advisory Member, 2004)

**Recent Projects & Contributions**

Medium Contributor (generative AI & design topics); Leonardo.AI Early Contributor (design & UI concepts/content moderation/beta tester); Mentor to aspiring AI enthusiasts; Contributing writer to Kinomoto Magazine (AI art & technologies); currently writing the third edition of an original open-world RPG book series.

**Other**

Roland Cloud (audio software) beta tester (2016); NVIDIA Developer Community; former Microsoft Partner Program member