**LARRY TORREZ**

USER EXPERIENCE STRATEGIST AND DESIGNER

SUMMARY OF EXPERIENCE NOVEMBER 2023

Larry is a User Experience Strategist and Designer at Booz Allen Hamilton with over 20 years of professional experience. This includes Customer Experience (CX) UX/UI design as well as skilled in all facets of user-centric design processes and methodologies. Expert in collaborating with all members of an organization to successfully achieve business and financial objectives. Facilitate sessions with developers to convey UX/UI design requirements. Analyze user feedback and activity to iterate/improve.

EDUCATION

M.S., Interaction Design & Information Architecture (CX); University of Baltimore (Anticipated 2024)

BS, California State University, Fullerton, CA 1984

SKILLS/TOOLS AND EXPERTISE

Skills: 508 Accessibility/compliance, Data visualization, Facilitation, Human Centered Design (HCD), Journey maps, Workflows, Wireframes, Moderator guide development, Requirements gathering, Responsive Design, Style Guide/Design System development, UI component library, UI mockups and prototypes, United States Web Design System (USWDS), Usability test plan, User interviews, User Testing, User Interviews, and Business Analysis.

Tools: Figma, Medallia, Mural, Atlassian, Adobe Creative Cloud, Balsamiq, Appian, Salesforce, and Appian.

JOB HISTORY

**Booz Allen Hamilton, User Experience Strategist and Designer August 2022 – Present**

· Working with new HCD specialists on interviews, Mural work, user experience maps, and wireframes.

· Worked with small team in conducting user research and translating insights into design and deliverables to satisfy government measures of success.

· Collaborated with other teams on NAVY HR graphics, meeting notes and user experience goals.

· Identified visual workflow remedies using design thinking principle.

**Definitive Logic, Senior CX (UX/UI) Designer/Strategist 2019 – 2022**

· Lead UX designer on DoD Advana project for US NAVY’s FMS system.

· Flexible and decisive and know how to put ego aside and focus on the customer's needs.

· Excellent communication skills when interfacing with customers and working with teams

· Led Discovery team in conducting user research and translating insights into design and deliverables to satisfy government measures of success.

· Sr. UX/UI designer on the DPO NXT project. The goal was to demonstrate UCD|Agile production using COTS tools and innovative design and development techniques for SOCOM HQ.

· Lead designer on DoD Advana project for US NAVY’s FMS system.

· Flexible and decisive and know how to put ego aside and focus on the customer's needs.

· Excellent communication skills when interfacing with customers and working with teams.

**Telesis Corporation, UX/UI Designer 2018 – 2019**

· Requirements gathering to create high fidelity wireframes, workflows to build working prototypes.

· Defined user interactions and built standard UX/UI style guides.

· Used HTML 5 and CSS3 to build animated presentations.

· Assisted with corporate business development efforts for proposals and presentations.

**AMTRAK, Digital Marketing Specialist October-November 2017**

· Introduced process improvements to enhance web/mobile user experience for<http://www.amtrak.com/>.

· Defined interaction models, user task flows, and UI specifications.

· Reviewed scenarios, end-to-end experiences, interaction models, and screen designs.

· Utilized business analysis skills in e-commerce and Agile enterprise development.

**U.S. Small Business Administration, UX/UI Designer 2016 – 2017**

· Designed and produced high-fidelity wireframes, workflows, and screen mockups for<http://www.certify.sba.gov/>.

· Launched 508 compliance standards implementation process.

· Conducted focus group testing using clickable wireframes.

**U.S. Army Records Management and Declassification Agency, UX/UI Project Lead 2014 – 2016**

· Led design and development for the U.S. Army Records Information Management System (AMIS) Application modernization project.

· Created a real-time, data-driven user experience using HTML5/CSS3, and Bootstrap.

· Built high-fidelity wireframes and visualizations, collected requirements documentation, and created a working prototype using JSON data to populate screens and assist with user acceptance and integration testing.

**U.S. Customs and Border Protection Agency, UX/UI Designer/Business Analyst 2013 – 2014**

· Documented, designed, and produced wireframes and workflows using Justinmind Prototyper, Axure, and JIRA to provide a positive user experience during Agile software development.

· Developed interactive workflows, information architecture, and wireframe mockups using conditional logic and decision points to determine the best ways to build new products and services.

· Consistently cited for delivering outstanding program management support.

· Led “Train the trainer” programs for agile teams.

· Performed Scrum Manager duties for team.

**United States Army, Human Factors Engineer 2010 – 2013**

· Created wireframes and workflows and graphic user interface for the U.S. Army’s Automated Movement and Identification Solutions (AMIS) (<http://www.usarmyamis.army.mil/>).

· Implemented Agile Scrum development techniques (ceremonies and processes) to deliver front-end design solutions and measurable project management.

· Delivered all projects on time and on or under budget.

**General Dynamics IT, UX/UI Designer, New Media Project Manager 2006 – 2010**

· Designed interfaces for GDIT’s multimillion-dollar global projects for the Department of Defense Military Health System, DoD Wounded Warrior initiatives, and the U.S. Bureau of Indian Affairs.

· Created and managed the development of Flash-based modules for the Virtual Lifetime Electronic Record (VLER) and its Single Sign-on Configuration Management Tool.

· Designed GUIs for Force Health Protection and Readiness, Defense Health Services Systems), and GDIT’s corporate subsidiary, Vangent.

CAREER ACHIEVEMENTS

· *HMA Associates - Creative Director*: Designed award-winning marketing materials, print, electronic, and digital media for national and international clients. Illustrated Carlitos Controls Asthma, the nation’s first original, a bilingual comic book published by the American Lung Association targeting Hispanic children with asthma in the United States.

· *Marvel/Fleercorp (formerly Skybox) - Production Manager*: Managed the creation and production of high-quality trading cards for the National Football League, the National Basketball League, the U.S. Olympic Basketball Team, the Walt Disney Company, and Paramount Pictures. All card lines instant sell-outs.

· *Walt Disney Company- Production Artist*: Trained in original character design and development, sculpture, animation, mural painting, and graphic design production. Created in-park multimedia presentations and animation for The Little Mermaid and The Fox and the Hound.

· *U.S. Air Force Veteran, Pilot*

CERTIFICATIONS

· Agile Certified Professional (ICP) Agile Fundamentals Certificate

· Certified Scrum Master, Atlassian Trainer

CLEARANCES

· Top Secret/SCI