

**Senior UI/UX Design Engineer and Product Designer**

Jibari Daniels - 469 West 153rd Street, NY, NY 10032 / 732.768.8942

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To Whom it May Concern:

My name is Jibari Daniels. I am a senior user experience designer and front-end developer from New York City. Since I graduated from school in the fall of 2010, I have been implementing my personal touch from IBM to various multimedia and marketing firms throughout the New York City metropolitan area. As a senior user experience designer and front-end developer with a strong desire to excel in this profession, I seek to align myself with a company that will allow me to utilize and enhance my leadership and technical skills for the company's betterment. With this goal in mind, I have attached a resume and mini portfolio outlining my qualifications, along with an online link (www.jibarid.com), which contains a digital portfolio of my work.

My resume exemplifies my analytical skills and design capabilities; due to my ability, I became employed by IBM as a Senior User Experience Designer and Front-End Developer for sales teams. Working with teams in an Agile environment, I facilitated workshops to help solve business problems with technological solutions. Following the design thinking methodology, I strategically framed situations by empathizing with the users, building a hypothesis, and proving this hypothesis in a lean agile method of a quick, feasible MVP with a user-centric approach. Additionally, I led engagements through the entire lifecycle and designed deliverables such as UI/UX designs, websites, and web/mobile applications for fortune 100 companies such as Google, Verizon, Microsoft, Coca-Cola, Citibank, and Metlife. Furthermore, I successfully created a design eminence guild that focused on helping build the personal brand with over 400 monthly participants.

Besides IBM, I also worked at Vcom IMC as their Lead Graphic Designer and Front-End Developer. During my employment at Vcom IMC, I designed, developed, and managed a digital presence and communications strategy for a network of more than 15 e-commerce websites. I also supervised another designer using advanced design principles to produce various websites, applications, package designs, corporate layouts, and banners. During my employment at Vcom IMC, I rebranded the company and was an ongoing project manager for long-term multi-department projects, workflow revisions, and new product development.

Throughout my collegiate years, I became employed by the school as their Lead Graphic Designer and Web Developer where I completed a wide range of web and print projects for various departments throughout the University. In addition to being employed by the University, Vcom, and IBM, I also worked independently as a UI/UX Designer and Front-End Developer for various companies throughout Florida, New Jersey, and New York City. In the spring of 2014, I was the creative director for a start-up agency and their mobile application called Cop Stop Coach. Using Agile methodologies I oversaw the execution of Cop Stop Coach from conceptualization to ideation to completion. During my time working on the application I was responsible to ensure successful delivery of UX visions, UX workflows, UI prototypes, usability tests, and front-end development.

Aspiring to work for an organization that implements technology and business strategies, I am fully capable of taking on challenging tasks, learning new skills, and building upon my knowledge base. I have a solid background in Servant Leadership, Design Thinking, and Agile methodologies, including delivering dynamic visuals and innovative strategies for Fortune 100 brands. I am accustomed to a fast paced environment where deadlines are a priority and multitasking is the norm. I enjoy a challenge and work hard to attain my goals. In addition to my qualifications and experiences, I am proficient in growing market share, steering customer base, and managing teams to work cohesively together to turn creative concepts into reality. I look forward in continuing to follow these aspects as a pivotal leader, striving on a daily basis to motivate myself, as well as my team members with attitudes that will lead them to greatness. Please review my credentials. I am excited about speaking with you further about an opportunity to work for your company. Contact me directly anytime. Once again, thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jibari Daniels".

Jibari Daniels

Hello, my name is Jibari Daniels, I specialize in USER EXPERIENCE DESIGN & FRONT END DEVELOPMENT

I have an extensive background in UX/UI and product design, stemming from a foundation in fine arts, strategy, research, the psychology of design & design thinking. Additionally, I have a solid background in front-end development, servant leadership and agile methodologies, including delivering dynamic visuals & innovative strategies for Fortune 100 brands.

MY BACKGROUND

I can strategize and design with a user-centric approach. I have worked tirelessly in my career to build a strong foundation of leadership with an emphasis on education and giveback. Below are a few qualities that demonstrate those core values.

 **10** Agile and Design Thinking Badges

80+ Design thinking led workshops, where I helped solve complex business problems

 **Management, Design, and Development**

MY DEALS

I have a solid background in facilitating design thinking workshops to solve complex business problems for leading fortune 100 companies such as Microsoft, Google, Nike, Dow Chemical, and Exxon Mobil. My user experience background stems from a strong understanding of design thinking methodology by strategically framing a situation, empathizing with the users, building a hypothesis, and proving this hypothesis in a lean agile method of producing a quick, feasible, Minimum Viable Product with a user-centric approach. I have a background in Design Thinking and Agile Methodologies, including IBM Garage, Servant Leadership, Kaizen, KanBan, and Scrum. I can easily track daily metrics during sprints and move from the cupcake, birthday cake, to the wedding cake, until I get to the MVP.

Led client workshops on Deals which added an Estimated **4.4B** to Fortune 100 Brands

From London, UK to Mexico City, MX nearly 60% of my Deals I have been requested to Travel and work directly with the client

From Websites to Applications over 70% of my Deliverables for Deals are Innovative

A COUPLE OF KEY PROJECTS I WORKED ON

Capital One - McLean, VA
 ✈️ McLean, VA 📄 Journey Mural 📄 SC# (LB-MBP120M)
 "A big THANK YOU from the Client team - Capital One has closed as a WIN! I extend my thank you to you for your support and dedication to this deal throughout the life cycle. This is a great win at a very difficult client. Great team effort!" - Mary Kay Doheny, Client Executive

Thames Water LTD - London, UK
 ✈️ London, UK 📄 Web Application 📄 SC# (IV-WZ3X510)
 "Thanks Jibari for your help with the Thames Website - The team really appreciated your help!" - Linus Schellin, Client Engagement Leader

Citi Banamex - Mexico, MX
 ✈️ Mexico, MX 📄 Website 📄 SC# (LF-V0IMVQ4)
 "Some people said that the presentation was the best they saw among the vendors" - Leticia Morales, Deal Strategist

Amtrak - Washington, D.C
 ✈️ Washington, D.C. 📄 Website 📄 SC# (LF-V0IMVQ4)
 "I wanted to send a note to let you know about the fantastic support Jibari has provided to us." - Allan Persaud, Consulting Technical Solution Manager

State of Alabama - Montgomery, AL
 ✈️ Montgomery, AL 📄 Journey Mural 📄 SC# (6P-ENS4YGH)
 "Congrats on 2018 wins including graphics and a killer Wall Mural that helped IBM win the State of Alabama deal." - Greg Guerin, Deal Strategist

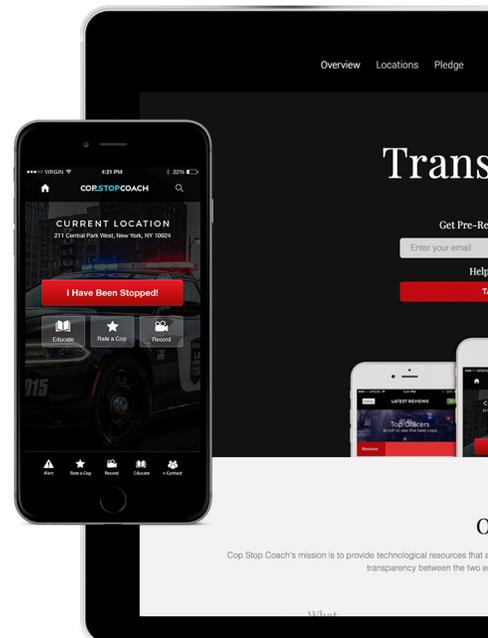
Dow Chemical - Midland, MI
 ✈️ Midland, MI 📄 Website 📄 SC# (5F-GB78GYT)
 "Jibari, on behalf of the Dow team, I wanted to thank you for your help with the Dow site." - Esther Mooring, Business Advisor

Cop Stop Coach

Community Policing Mobile Application
 Mobile Application, Website, and Digital Branding

In the spring of 2015, I led a team in creating a Mobile Application that provided technological resources and aided in bridging the gap between the police and the community by increasing the level of transparency between the two entities through awareness, education, and ratings.

- Role:** Lead UI/UX Design, Graphic Design, Video, Front-end Development, Art Direction
- Deliverables:** Mobile Application, Website, Video, Branding,
- Key Takeaways:** Presented in over 20 cities including Essence Fest in New Orleans, significant increase in better policing and community engagement.




 "Thank you for your guidance and help in making the Citibanamex an interactive site. This will be a big help in us collaborating more closely with this account."
 Jorge Vargas
 Account Partner

I contribute to companies in many ways, both client facing and internally.

I have been requested on several occasions to, travel the globe, and represent Fortune 100 companies. Whether it was presenting at a Manager Directors' meeting, creating a web development guild, or developing client sites for some of IBM's largest accounts, I have led the creative direction for variety of different projects.

MANAGEMENT & LEADERSHIP PROJECTS

Besides being hands on with visuals and development, I have led the design and creative direction of products, teams, and design systems that have crafted complex user journey's and solved complicated problems. During the past 15+ years I have led teams in diverse industries including education, health, media, SaaS and non-profits, with projects for companies ranging from tiny startups to Fortune 100 corporations. Check below to see a few more projects I have worked on

Global Web Development Guild

Created a monthly design and development group

Led a monthly Web Development Guild which helps designers with answers to web development questions.

Iteration Manager

Managed my squad using agile methodologies

From 2017 thru 2020, I was the iteration manager of my squad. Where I coached my team on using agile methodologies.

Cop Stop Coach Mobile App

Led development and UI/UX team

I led a team in designing a mobile application that helps bridge the gap between the police and the community.

Web Portal for Client Sites

Client Sites Web Application

I led a team in designing user interfaces for a variety of internal web portals for Morgan Stanley, Coca-Cola and MetLife.

Global Manager Directors' Meeting

Manager Directors' meeting presentation

I represented my division at the Manager Directors' meeting in Armonk, NY where I created a portal prototype for the MD of Pfizer.

Bid Builder Replacement Tool

Design Thinking Workshops

Co-collaborated with a team in workshops in which we focused on creating a tool to help bid managers easily process workflows.



Attended, Created, and Worked on **HIGH PROFILE** projects



Over **16** months I was the **Agile Iteration Manager** of my team



Created a **Global Web Design and Development Guild**

EDUCATION, AWARDS, AND RECOGNITIONS

My leadership has been instrumental in contributing millions to companies through a good understanding of the design process, coupled with great project management skills. Furthermore, I am constantly learning in order to become more of a valuable asset. Below are a few key points that demonstrate my core values.

24⁺

Managers Best Awards and represented my **Division** at **Pivotal Meetings**



Mentored and Coached employees & students at **PTech and CoachMe**

200⁺

Hours of Agile, Design Thinking, & Servant Leadership

WHAT PEOPLE SAY



Very impressed with attitude, skills and teamwork. So much respect that he will be the only Designer on my deals upon request.

Rick Clayton - Director, Strategic Services.



I really appreciate his innovative ideas to provide customers a way to consume the information in an interactive way

Lisa McQuiston - Executive Client Solution Leader



Jibari has been an integral member of our squad, and we've relied heavily on him to deliver designs in a fast-paced environment

Jo Welsh - Manager, IBM Cognitive Applications



I've very much enjoyed working with Jibari over the years, I have watched him grow into his role and become a leader in our squads

Nancy Nead Deal Strategist

Thank you for taking your time to review my experiences I look forward in continuing to follow these values as a pivotal leader, striving on a daily basis to motivate myself, as well as my team members with attitudes that will lead them to greatness. Contact me directly anytime or view my entire portfolio at www.jibarid.com. Once again, thank you for your time and consideration.