



EZRA MASTERS

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SUMMARY

I am an expert in user experience strategy, stemming from my expertise in research, architecture, design, and product evangelism. I excel in executing end-to-end product design and enhancement projects. My skill sets allow me to tackle complex problems head-on and transform them into elegant and intuitive design solutions. With a proven track record of success, I approach every challenge with the utmost confidence in my ability to help the team deliberate on the best-in-class solution and my personal ability to exceed user expectations.

Full-Stack Experience Designer (XD)/ User Experience (UX)/ User Interface Designer (UI) / Information Architect (IA) / Interaction Designer (ID)/ Experience Strategist (XS), Experience Research (XR).

TECHNICAL EXPERTISE

Figma
Sketch
Miro & Mural
Enjoy HQ
Principle

Invision
Adobe Photoshop
Jira
Axure
Flinto

Jira
Adobe Illustrator
HTML 5
CSS
jQuery

EDUCATION



Los Angeles, CA
NIELSEN NORMAN GROUP (NN/g)
License#: 1027762
UXC Management
NN/g selected expert focus group specialist

- Leading Highly-Effective UX Teams
- Design Systems and Pattern Libraries
- Being a UX Leader
- Design Tradeoffs & UX Decision
- Lean UX & Agile
- Challenges of Scaling UX Design

CERTIFIED SCRUM MASTER (Scrum Alliance)
Los Angeles, CA

Member# 000414241

FLORIDA INTERNATIONAL UNIVERSITY
(B.A.)
Miami, FL
Major: Management Information Systems (MIS)
Minor: Business Marketing & Psychology

Bachelors in Business

EXPERIENCE



Lead Application Architect (mobile)

www.ups.com

04/2024 – 1/2024

At present, I am at the helm of mobile application architecture and design at UPS, where my primary objective is to develop user-centric solutions that optimize logistics processes and elevate the satisfaction of customers. With a focus on translating intricate business prerequisites into scalable mobile architectures, I guarantee UPS's continued leadership in logistics technology innovation.

Key roles and responsibilities:

- Construct and refine mobile application interfaces that are both user-friendly and intuitive, guaranteeing their congruence with UPS's brand identity and customer anticipations.
- Perform regular competitive analysis in order to establish benchmarks for our mobile applications and detect potential areas for improvement and innovation.
- Establish project milestones, collaborate closely with stakeholders from various departments to collect requirements, and guarantee congruence with organizational objectives.
- Supervise cross-functional teams during agile development cycles while nurturing a rapid iteration and innovative culture.
- Isolate user concerns and correct by incorporating feedback mechanisms into application designs, with user engagement and satisfaction as the highest priorities.
- Promote stakeholder collaboration by conducting strategy sessions and providing regular updates; guarantee that all perspectives are acknowledged and incorporated into the development process.
- By employing analytics and user behavior data, design decisions can be informed, and the product can be iterated continuously to align with the changing demands of customers.



Lead User Experience Architect (Web - Delivery)

www.ups.com

12/2024 – 4/2023

Working on redesigning the UPS logistics pick-up web & locator application. My primary goal is to enhance the overall user experience and ensure the application is intuitive, efficient, and enjoyable.

Key roles and responsibilities are:

- User Personas and User Flows: Creating user personas to represent different types of users and their specific requirements. Developing user flows to map out the ideal paths users should take to complete tasks within the application.
- Information Architecture: Organizing and structuring the application's content and features in a logical and intuitive manner. Designing navigation systems, menu structures, and categorization schemes to help users easily find the information they need.
- Wireframing and Prototyping: Creating low-fidelity wireframes followed eventually by high-fidelity interactive prototypes to visualize and validate the proposed design solutions. Iterating on these prototypes based on user feedback and stakeholder input.
- Visual Design: Collaborating with visual designers to establish a visually appealing and consistent design language for the application. Defining the color schemes, typography, iconography, and other visual elements to create a cohesive user interface.
- Interaction Design: Defining and designing the interactive elements and behaviors within the application. This includes designing intuitive forms utilizing the design library of buttons, notifications, and other interface components to facilitate smooth user interactions.
- Collaboration and Communication: Collaborating with cross-functional teams, including developers, product managers, and stakeholders, to ensure that the design solutions align with business goals and technical feasibility. Clearly communicating design decisions and rationale to stakeholders and advocating for user-centered design principles.

Software Utilized: Figma



Sr. Product Designer

www.airforce.com

04/2023 – 01/2023

Military Sub-Contract.

Responsible for working on temporary assignments with global cross-functional teams to drive design vision and strategy that meets the needs of users and stakeholders, translating business requirements into design specifications to execute the visions of various companies through intuitive yet creative user experience architecture & design.

- A product designer who uses strategic thinking to convey ideas and concepts to corporate influencers, collaborators, and consumers engagingly and effectively.
- Employing facilitative leading techniques to promote the best result for partners, clients, and stakeholders
- Establishing productive working partnerships with the product management, development, marketing, and larger UX/UI team and consistently "raising the bar" as an effective change agent.
- Running design seminars and assisting in leading, refining, and executing design and feedback processes employing Sketch, Figma, and visual interaction prototyping.
- Defining and utilizing design language to express ideas as a concept designer and UX advocate developing UI that simplifies and makes the complicated relatable, understandable, and consumable.

Software Utilized: Figma



Sr. Product Designer

www.intuit.com

12/2022 - 09/2022

Worked with cross-functional team to reimagine and redesign antiquated data search and modification design for engineering end-users.

- Embed cross-functionally with product management and engineering to represent the design team, facilitate user-driven discussions, make decisions and provide feedback in product planning and execution.
- Collaborate closely with design and product leadership to define your features and contribute to the overall direction of your product area.
- Set up, lead, and execute customer research and stakeholder interviews with your product manager.
- Design user narratives, flows, prototypes, and high-fidelity visuals and assets.
- Construct prototypes that accurately portray the designed user interactions.
- Prepare all assets for engineering handoff to clearly illustrate what needs to be built.
- Work closely with engineering to ensure the highest quality implementation of the designs and objectives and own every aspect of the design.
- Collaborate often with other user experience designers to ensure that the overall product experience is cohesive and valuable.
- Construct user interfaces within a design system and component library.
- Solicit feedback from product designers, subject matter experts, engineers, product managers, and marketing to create a seamless overall user experience.

Software Utilized: Figma



User Experience Strategist

www.PWC.com

06/2022 - 05/2021

Work in partnership with the user experience director, senior leaders, and cross-divisional teams considering every aspect of the user's experience, user journeys, business, and marketing goals to coordinate and deliver design, prototypes, documentation, and strategy to the highest possible standards.

- Iterate and champion world-class strategies for a wide range of user, business, and marketing goals.
- Define and collaboratively solve complex problems by using research, customer journeying, conceptualization (sketches/wireframes), visual design, information architecture, and interaction
- Utilize expert knowledge in user-centered design principles, visual design, user behavior, interactions, and brand to articulate & iterate on inspirational, exciting, and useful/usable experiences while balancing business and marketing needs.
- Develop and leverage the professional network to foster collaboration across the enterprise to support company-wide initiatives and improve the department's ability to resolve user experience issues using a variety of qualitative and quantitative analysis techniques to continually improve the user experience.
- Analyze data and client feedback in order to make critical design decisions.
- Expertly present and "sell" design solutions.

Software Utilized: Sketch, Google Suite, Teams, Miro, EnjoyHQ, Sketch, Invision & Jira



Responsible for working with global cross-functional teams to drive design vision and strategy that meets the needs of Optiv users and stakeholder asks. Translating business requirements into design specifications in order to execute the vision of the company through intuitive yet creative user experience architecture & design.

- Product designer applying strategic thinking to visualize ideas and concepts and communicate them effectively and compellingly for internal stakeholders, partners, and customers
- Solved complex user problems by synthesizing a vast array of product (SaaS) calculations with behavioral information to produce world-class project management software
- created journey maps and service blueprints that helped to define the experience & generate measurable KPIs
- Using facilitative leadership skills to drive the best outcome for stakeholders, partners, and customers
- Building positive, collaborative relationships with product management, development, marketing, and the broader UX/UI team, as well as continuously "raising the bar" as an effective leader of positive change as lead UX Designer.
- Running design workshops and helping to guide, improve, and implement design and feedback processes utilizing Sketch, Figma, and visual interaction.
- Defining utilizing design language to articulate solutions as a concept designer and UX champion creating UI that makes the complex consumable and intuitive.

Software Utilized: Outlook, Teams, Sketch, Figma, Invision, Axure RP, Zeplin & Jira

::: Mindful Awareness Sabbatical

03/2019 - 05/2018 :::

In today's society, we must bear the weight of cultural, social, and familial expectations, conditioning, and demands. Few of us have the Blessing, courage and luxury to escape from all the noise and distractions in order to focus on what God has called us to do, our Highest-Self and our Greatest calling (Purpose).

Thanks to good planning and God's grace, I was aware of this void inside and granted the space to withdraw from the demands and expectations of the world so as to evolve into the world as God intended me in His Perfect Form of Good. I finally discovered myself in all that solitude and introspection. I am a more developed, mature, and potent version of myself who actively seeks out, disclosing, and healing my traumas while being acutely aware of the poisonous effects of societal norms, programming, and conventions. I now recognize the Divine guidance and purpose in every person I am privileged to interact with, collaborate with, and inspire. Life is beyond beautiful when seen through the lens of such Wisdom and Divine Understanding; it is a treasure to behold.

The purpose of this life is only to serve as a spiritual, educational excursion... enjoying the passage of time. Walking is a purpose that few creatures can genuinely understand. And thus, I implore, want, and pray that we may all succeed in doing so: Live Well. Give, and you will get. Have kindness and know that you are loved. Share your love with the world, and you will find love returned to you. After completing the Divine Rite of Passage of Self-Love, I return to my career with a clear head, a purified soul, and a greater sense of wholeness than I had ever known. I look forward to pouring brilliantly into each

opportunity with renewed purpose and perspective.



Certified User Experience Manager



Full-Stack Product Designer

www.7-eleven.com

05/2018 - 05/2017

With a brand new team (never before comprised in the history of 7-eleven) and exceptional resource challenges, I was tasked with the extremely ambitious 6 months goal to strategize, conceptualize, and create both a customer and franchisee app along with creating all associated digital executive & user training material. In addition to assisting in both the 7-eleven digital UX recruitment and seamless handoffs to 7-Eleven's new UI team.

Through my direct and sole architecture & design efforts, the UX team bloomed from me as the "Army of One" to a team of nearly a dozen with funding blooming from a nest of \$3M to \$30M for execution.

In my conclusion with 7-Eleven, I spearheaded the User Experience for 7-Eleven's 1st usage of Augmented Reality w/Marvel's Deadpool® 2 digital ARX. I worked hand-in-hand with an incredibly talented overseas Augmented reality team to seamlessly merge the 7-Eleven vision and standard into both the AR world and Marvel® Universe.

- Leveraged a discovery-driven approach to thinking through full physical and digital experience and how users, technology, and physical environments intersect and work in conjunction to drive up purchases
- Concept designer of entire mobile customer ordering and franchisee fulfillment
- Design library creator and manager utilizing FIGMA and Invision to ensure continuous and seamless synchronicity between UX and UI devs.
- Initiated user research, design thinking, and service design methods to invent the user experience and technology.
- Championed product initiatives and business cases to the executive management team for prioritization and development; act as a key product expert, evangelist, and advocate for initiatives, tools, and product features.
- User Research, Architecture, Design, and Prototype Interaction
- Architect, product designer, define and communicate end-to-end scenarios, interaction models, and screen designs to stakeholders & executives
- Lead designer in Augmented Reality (AR) for Marvel's Deadpool® 2 advertisement and customer engagement.
- Work with project managers and stakeholders to create digital experiences on time and on budget
- Creation of hi-fi prototypes and interaction designer utilizing Invision (Micro-interactions) and Principle (Micro-interactions)

Software Utilized: *Teams, Sketch, Principle, Invision, Zeplin, Adobe Creative Suite & Jira*

Co-design the visual appearance and assure alignment with the Citi style guide of all new features and enhancements on the new CitiPay mobile application. Act as the user advocate during the development process, subjecting early-stage designs to usability testing or expert review, and offering implementation suggestions from a user-centered perspective. In addition, further act as “go-to” with in-depth knowledge of user interface best practices and standards whilst using research-related services, theories, best practices, and methods to test & validate all feasible recommendations.

- Establish and solve user needs and problems based on observation of user behavior and analytics.
- Design elegant solutions to complex workflows communicated in visual design using Sketch App
- Understand customer goals, business requirements, and technical constraints in order to work within project & resource parameters.
- Contributing to growing design system in an effort to cultivate a coherent look and feel across the entire Optiv platform.
- Have a deep understanding of the Citi product offering, the market in which Citi operates, and the target customers; create wireframes, comps, and prototypes based on behavioral specifications and personas in order to conclude on best approach and practices for optimal user experience
- Stay abreast of industry trends and best practices in order to facilitate discussions and guide the decision-making process to meet project objectives.
- Product design—product-level interaction principles and concepts.
- Interface design—component-level interaction principles and concepts

Software Utilized: *Outlook, Sketch, Invision, Principle, Framer & Jira*

Sr. UI Developer (Remote)

Traverse technology from older CMS (TeamSite) to new CMS (Adobe AEM). Helped create and maintain new design patterns, stylesheets, and component libraries for easy consumption into the AEM platform. Developing and optimizing front-end code whilst extensively assisting AEM devs with tool change management.

UI Development

- jQuery, HTML, CSS (SCSS), GIT (SourceTree) for AEM Development
- Aid in estimating the necessary level of effort per assignment task
- Maintain code base on stash repository for transparency between all team members
- Ensure Interactive Pattern Library (IPL) is fully operable and functional.
- Facilitate in brainstorming, analysis, design, usability, and feedback sessions with groups

UX Design

- Work collaboratively with product managers, designers, and researchers to define the user model, user requirements, and effective solutions.
- Strategically define the problems and methodically detail and executable solutions.
- Design and create high-level user interfaces based on wireframes and product requirements.

Software Utilized: *Outlook, Teams, Git Repository, Sketch, Zeplin, Jira, Adobe AEM*



www.Adobe.com

12/2015 - 10/2015

UX Specialist (Remote)

Specialist brought in on short-term assignment to assist in designing cutting-edge surveillance and reporting software utilized in conjunction with Motorola hardware. Software intakes video footage (police body & vehicle cameras), stores, organizes, and too can systematically disseminate video evidence via FOIA request.

- Utilized Sketch to create high-fidelity mockups and designs
- Utilize Axure to create rapid prototypes of the mindful interaction that is the user experience prior to development
- Collaborate with Product Owners, Subject Matter Experts (SMEs), and Back-End Developers to refine and define product requirements and use cases
- Facilitate in brainstorming, analysis, design, usability and feedback sessions with groups
- Own and maintain all the UX and visual artifacts
- Utilizing OmniGraffle and Axure for rapid prototyping and simplistic design translation to stakeholders (including all upper-level management)
- Design responsibilities include the creation of Wireframes, clickable & actionable prototypes, and Hi-fidelity designs

Software Utilized: *Google Suite, Axure RP, Adobe Creative Suite & Jira*

::: *Health & Wellness Career Break*

05/2015 - 02/2015 :::



www.800LoanMart.com

01/2015 - 10/2014

UX Designer

Maintain and Create Web Site, Landing Page Designs, and Marketing Material (Facebook and emailers). Solely responsible for merging corporate ideals to design with development functionality while maintaining a consumer-facing centric mind creating intuitive user-centric experiences that support the behaviors, needs, and goals of my specific customer base users as determined through sheer data-driven research and usability testing.

- Lead intermediary between the marketing team and back-end development team.
- Collaborate with Product Owners & Subject Matter Experts (SMEs) in agile scrum sessions daily
- Utilized Sketch to create high-fidelity mockups and designs
- Design and evaluate wireframes and high-fidelity interactive prototypes utilizing User-Centric design principles
- Facilitate brainstorming, analysis, design, usability and feedback sessions with user groups and execs

Software Utilized: *Sublime, Adobe Creative Suite, Axure RP, Google Suite*



www.FarmersInsurance.com 07/2014 – 06/2013

UX Developer

UX development & designing utilizing Bootstrap into AEM integration. In addition, Landing Page Design & UX Design of the new FarmersInsurance.com

- Front-End Development: Practical Pixel-by-Pixel perfection in translating corporate design to functional website/landing page and design in rendering the occasional percentage-based 960 flexible grid or responsive design.
- Wireframes, clickable & actionable prototypes, and Hi-fidelity designs
- Lead 7-member team in Design, UX Design, and Axure Rapid Prototyping.
- High performance in Agile scrum environment working with stakeholders, developers, and fellow designers to create best-in-class standards in mobile and web development. Made critical recommendations to change flows and designs where needed.
- Created main assets for the prototype and final design utilizing Photoshop & Illustrator.
- Worked with UX Researchers to determine UX Testing Strategy and Test Cases.

Software Utilized: *Brackets, Adobe Creative Suite, Axure RP, CodePEN.io, Git Repository, Adobe AEM*



www.usc.com 06/2013 – 04/2013

UI Developer

- UI Lead in complete front-end develop of new USC website utilizing HTML 4, HTML 5, CSS 2, CSS 3 & jQuery
- Redesign, where necessary, look and feel of new website depending on user centered appeal
- Template and standardize new USC website using advanced functionality and implementation of all the latest standard web practices
- Coordinate with design company to enhance and drastically increase user experience and conversion
- Redesign and customize, where necessary, look and feel of new website, landing pages and microsites in coordination with constant redesign (enhancement) of prototype using OmniGraffle
- Work in Agile and Scrum environment maximizing the efficiency of processes and launches company wide
- Collaborate to address needs and known issues with Art Department, Business Analyst, Project Coordinators and Marketing Analyst in brainstorming and design studio sessions in order to articulate design and development in the most efficient and effective methodology or technology available.
- Collaborate with peers and team leads in office, domestic and abroad to assure timely deadlines and project fulfillment.