



EZRA MASTERS

USER EXPERIENCE EXPERT

832-715-8888

mastersoftheux@gmail.com

www.mastersoftheux.com

Dallas, TX

Education

Bachelor of Design

Florida Int'l University (FIU)
2003 Miami, FL

Certifications



UX Manager Certified

- 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

Skills

Figma	CANVA
Sketch	Adobe Suite
Invision	MS Suite
Miro	HTML 5
Enjoy HQ	CSS
Principle	
Jira	
Confluence	

About me

I am an expert in user experience stemming from my 12 years of expertise in strategy, research, architecture, design, and product evangelism. I excel in both creating end-to-end product design and enhancement digital products. My skill sets allow me to tackle complex problems head-on and transform them into elegant and intuitive design solutions.

Recommendations

www.linkedin.com/in/ezramasters

I try to find one word to describe amazing people and for Ezra it is "Wow!" I had the great fortune of collaborating with Ezra on a large development project over the course of a year. The project involved advanced UI/UX and a deep level understanding of our business. Ezra's insatiable curiosity rapidly closed the gap between the applications desirable and the stunning possible.

- **Jason Prost, Sr. Director - Strategic Execution**

I have worked with Ezra for nearly 1 year. He is the most talented and knowledgeable professional I have known in my 20 years of technology experience. Ezra's leadership style and approach are unique and unmatched by others.

- **Elton Milton, Sr. Program Manager**

His exceptional UX and design skills along with collaboration across product owners and engineers were key to the successful evolution of the portal. Ezra participated in every stage of the process from early conversations with stakeholders, wireframes, high fidelity mocks, release, and update roadmap. His ability to understand the product and users helped us define the path forward.

- **Nathan Necaise, VP of Innovation**

Executive UX Summary

User Experience Expert

(Strategist, Researcher, Architect & Designer)

As a dynamic UX designer, I excel at articulating design decisions and crafting user-centered solutions that are both intuitive and impactful. With a diverse industry background and certification in Cognitive Behavioral Therapy (CBT), I bring a unique, empathetic approach to problem-solving, communication, and collaboration, consistently delivering designs that exceed expectations.

Experience

UPS

www.ups.com

01/2024 – currently

Lead UX Application Architect (mobile)

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 customer satisfaction. By focusing on translating intricate business prerequisites into scalable mobile architectures, I guarantee UPS's continued leadership in logistics technology innovation.

Key roles and responsibilities:

- Continually conducting A/B testing methodologies to increase user satisfaction, eventually increasing user engagement by 1127% from the January launch to October
- Construct and refine mobile application interfaces that are user-friendly and intuitive, guaranteeing their congruence with UPS's brand identity and customer anticipations.
- Perform regular competitive analysis to establish benchmarks for our mobile applications and detect potential areas for improvement and innovation.
- Supervise cross-functional teams during agile development cycles while nurturing a rapid iteration and innovative culture.
- Isolated and corrected user concerns 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, I made well-informed design decisions that continuously aligned with customers' changing demands.

Software Utilized: Figma, MS Suite, Teams, Miro, Jira & Confluence

UPS

www.ups.com

04/2023 – 12/2023

Lead UX Application Architect (Web - Delivery)

I led the innovative design efforts for the UPS logistics pick-up web and locator application. My primary goal was to create the overall user experience and ensure the application was intuitive, efficient, and brand-aligned for greater logistics communication to the end user.

Key roles and responsibilities:

- **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.
- **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 logically and intuitively. Designed navigation systems, menu structures, and categorization schemas to help users quickly find the necessary information.
- **Wireframing and Prototyping:** Creating low-fidelity wireframes, followed by high-fidelity interactive prototypes to visualize and validate the proposed design solutions. Iterating on these prototypes based on user feedback and stakeholder input.

Airforce

www.airforce.com

01/2023 – 04/2023

UX Lead Specialist (Sub-Contract)

Responsible for working on temporary assignments with global cross-functional teams to organize, articulate, and then 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.

Key roles and responsibilities:

- A product designer who uses strategic thinking to convey ideas and concepts to corporate influencers, collaborators, and consumers engagingly and effectively.

- Employed facilitative leading techniques to promote the best result for partners, clients, and
- Ran design seminars and assisted in leading, refining, and executing design and feedback processes employing Sketch, Figma, and visual interaction prototyping.
- Defined and utilized 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, Miro, Jira & Confluence

Intuit

www.intuit.com

09/2022 - 12/2022

Lead UX Designer & Assistant P.M. (Remote)

Collaborated with a cross-functional team to completely reimagine and redesign antiquated data search and modification functionality specifically catered to engineering end-users. This project involved front-loading information to streamline the user experience.

Key roles and responsibilities:

- Collaborated closely with design and product leadership to define your features and contribute to the overall direction of your product area.
- Created, led, and executed customer research and stakeholder interviews with your product manager.
- Designed user narratives, flows, prototypes, high-fidelity visuals, and assets.
- Constructed prototypes that accurately portray the designed user interactions.
- Prepared all assets for engineering handoff to illustrate what needed building.
- Worked closely with engineering to ensure the highest quality implementation of the designs and objectives and own every aspect of the design.
- Collaborated often with other user experience designers to ensure the overall product experience was cohesive and valuable.
- Constructed user interfaces within a design system and component library.

Software Utilized: Figma, Google Suite, Teams, Miro & Jira

User Experience Strategist/Researcher (Remote)

Worked directly in partnership with the Sr. UX Global Strategist to align UX direction and execution for the user experience director, senior leaders, and cross-divisional teams. Considering every aspect of the Concourse app user's experience, user journeys, business, and marketing goals to coordinate and deliver design, prototypes, documentation, and strategy to the highest possible standards.

Key roles and responsibilities:

- Iterated and championed world-class strategies for a wide range of user, business, and marketing goals.
- I leveraged A/B testing and data-driven insights to refine designs, ensuring optimal performance and user engagement.
- Collaborated with cross-functional teams to validate design concepts through rigorous user research, ensuring that every solution aligns with user needs and business objectives.
- Utilized usability testing and feedback loops to continuously improve designs, making informed decisions that enhance user experience.
- Synthesized personal research findings into actionable design improvements, ensuring each iteration is more intuitive and user-friendly.
- Defined and collaboratively solved complex problems by using research, customer journeys, conceptualization (sketches/wireframes), visual design, information architecture, and interaction
- Utilized expert knowledge in user-centered design principles, visual design, user behavior, interactions, and brand to articulate & iterate on inspirational, exciting, and valuable/usable experiences while balancing business and marketing needs.
- Developed and leveraged 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 various qualitative and quantitative analysis techniques to improve the user experience continually.
- Analyzed research competitive data and client feedback to make critical design decisions.

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

Lead Experience Architect & Project Manager (Frisco, TX)

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

Key roles and responsibilities:

- I successfully transformed a client intake process project that had been underperforming for over two years into a fully functional system within just two months, allowing for a 12X increase in client processing
- Applied strategic thinking to visualize ideas and concepts and communicate them effectively and compellingly to internal stakeholders, partners, and customers
- Created journey maps and service blueprints that helped define the experience & generate measurable KPIs
- Using facilitative leadership skills to drive the best outcome for stakeholders, partners, and customers
- Built 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.
- Ran design workshops and helped to guide, improve, and implement design and feedback processes utilizing Sketch & Figma.
- I guided cross-functional teams using in-depth user research to validate and shape design solutions that met user needs and business objectives.
- I directed cross-functional teams in implementing usability testing and feedback loops, ensuring iterative improvements were grounded in real user input for the best experience.
- I led the cross-functional teams in translating research findings into actionable design changes, enhancing the usability and intuitiveness of each design iteration.

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

::: Mindful Awareness Sabbatical :::

05/2018- 03/2019

In today's society, we often find ourselves burdened by cultural, social, and familial expectations. Few are fortunate to escape the distractions and truly focus on their highest calling. Through careful planning and by God's grace, I could step back from those external demands, reflecting profoundly and evolving into the person God intended me to be. In that space, I reconnected with family, volunteered, and discovered my true self—one who is more developed, mature, and intentional. I've embraced the journey of self-love, healing past traumas, and becoming fully aware of the conditioning and programming we all experience.

Returning to my career with a clear head and a purified soul, I now approach my work with a renewed sense of purpose and wholeness. Additionally, I've earned multiple certifications and undergone extensive training in the latest techniques for User Experience design, including user research, prototyping, usability testing, and data-driven strategies. With this foundation, I'm eager to contribute brilliantly to each opportunity, bringing technical expertise and a fresh perspective grounded in a deeper purpose. I'm committed to making a meaningful impact in design and every interaction I'm privileged to have.

7-Eleven

www.7-eleven.com

05/2017 – 05/2018

Full-Stack Experience Architect

With a new in-house UX team (a 1st in 7-Eleven history) and exceptional resource challenges, I was tasked with the extremely ambitious six-month goal to strategize, conceptualize, and create both a customer and franchisee app and all associated digital executive & user training material. In addition, I co-lead 7-eleven digital UX recruitment and personally hired ten new User Experience Pros. and 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 its first use of Augmented Reality with 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 the AR world and Marvel® Universe.

Key roles and responsibilities:

- Leveraged research in a discovery-driven approach, thinking through 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 apps
- Designed library and management utilizing Figma and Invision to ensure continuous and seamless synchronicity between UX and UI developers.
- Initiated user research, design thinking, and service design methods to invent the user experience and technology.
- Championed product initiatives and business cases for the executive management team for prioritization and development; acted as a critical product expert, evangelist, and advocate for initiatives, tools, and product features.
- Guided cross-functional groups conducting in-depth user research to validate and shape design solutions that met user needs and business objectives.
- Spearheaded comprehensive UX testing initiatives, collaborating with cross-functional teams and stakeholders to ensure research directly informed design outcomes, resulting in impactful, user-centered solutions. Architect product designer, define and communicate end-to-end scenarios, interaction models, and screen designs to stakeholders & executives
- Lead design efforts in Augmented Reality (AR) for Marvel's Deadpool® 2 advertisement and customer engagement.
- Worked with project managers and stakeholders to create digital experiences on time and budget
- Created hi-fi prototypes and interaction designs utilizing Invision (Micro-interactions) and Principle (Micro-interactions)

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

UX Designer (Dallas, TX)

Co-designed the visual appearance and ensured alignment with the Citi style guide of all new features and enhancements on the new CitiPaymobile application. Acted as the user advocate during the development process, subjecting early-stage designs to usability testing or expert review and creating interactions from a user-centered perspective. In addition, I further acted as a "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.

Key roles and responsibilities:

- Established and solved user needs and problems based on observation of user behavior and analytics.
- Understood customer goals, business requirements, and technical constraints in order to work within project & resource parameters.
- Contributed to the growing design system to cultivate a coherent look and feel across the Optiv platform.
- Established 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 to conclude on best approach and practices for optimal user experience
- Stayed abreast of industry trends and best practices to facilitate discussions and guide decision-making 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.

Kaiser Permanente

www.kp.org

06/2015 - 06/2016

UX Developer (Pasadena, CA)

Traversed technology from older CMS (TeamSite) to new CMS (Adobe AEM). Helped create and maintain new design patterns, stylesheets, and component libraries on the AEM platform for easy consumption.

Key roles and responsibilities:

UI Development

- jQuery, HTML, CSS (SCSS), GIT (SourceTree) for AEM Development
- Maintained code base on stash repository for transparency between all team members
- Ensured the Interactive Pattern Library (IPL) is fully operable and functional.
- Facilitated brainstorming, analysis, design, usability, and feedback sessions with groups of UX Design
- Worked collaboratively with product managers, designers, and researchers to define the user model, user requirements, and effective solutions.
- Strategically define the problems and provide methodic details and executable solutions.
- Designed and create dhigh-level user interfaces based on wireframes and product requirements.

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

Adobe

www.Adobe.com

10/2014 - 05/2015

UX Generalist SME (Remote)

I was contracted for a strategic venture with Adobe & Motorola. Enhanced existing output design and developed new design aesthetic in line with Motorola brand utilizing Adobe AEM custom software. Designed in a highly fast-paced Agile Scrum environment, producing extensive intuitive mock-ups and designs. Daily scrum meetings to discuss current needs and client requirements while occasionally meeting nationwide to coordinate efforts and personal assets.

Key roles and responsibilities:

- Collaborated with Product Owners, fellow Subject Matter Experts (SMEs) and stakeholders
- Strategically defined problems and provide methodic details and executable solutions.
- Designed and Created high-level user interfaces based on wireframes and product requirements.
- Utilized Photoshop to create high-fidelity mock-ups and designs
- Utilized Axure RP to create rapid prototypes of the mindful interaction that is the user experience before development
- Designed and evaluated wireframes and high-fidelity interactive prototypes utilizing User-Centric design principals
- Facilitated brainstorming, analysis, design, usability, and feedback sessions with groups
- Owned and maintained all the UX and visual artifacts

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

Farmer's Insurance

www.FarmersInsurance.com

06/2013 - 09/2014

UX Developer (Hollywood, CA)

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

Key roles and responsibilities:

- 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 a 7-member team in Design, UX Design, and Axure Rapid Prototyping.

- High performance in an Agile scrum environment, working with stakeholders, developers, and fellow designers to create best-in-class mobile and web development standards. Made critical recommendations to change flows and designs where needed.
- 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