Geoffrey Ganga

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SENIOR INFORMATION ARCHITECT, UI/UX MANAGER, WEB DESIGN, DEVELOPER

Ambitious and responsible individual with a strong academic background combined with customer focused employment, and web development and design experience. I am an energetic self-starter known for my ability to multi-task and build positive, client relationships. I come with a strong technical, problem solving, and leadership skills, fueled by a constant drive to succeed, and add value to an organization's bottom line.

SKILLS:

Figma, Sketch app, Axure, Invision App, Framer, Principle, Photoshop, Illustrator, XD, User Journeys, Journey Maps, User Flow, Usability Testing, Data Analysis, Wireframing, Prototyping, Visual Design, HTML5, CSS3, Javascript, AJAX, SQL, MySQL, Kendo UI, HTML Email, Responsive Design, MongoDB, Twitter Bootstrap, PHP, Word Press, Github, Mail Chimp, JIRA, SCRUM/Agile Methodologies, TFS, Product management, and Microsoft Office.

PROFESSIONAL EXPERIENCE

UPS Supply Chain Solutions   April 2018 - Present

SENIOR UI/UX Manager & Information Architect

- Guided and directed a design team in updating all UPS Application interfaces to align with brand standards, implementing the new 4.0 design system during the Angular server migration for seamless integration.
- Crafted a global UPS application user flow, leveraging a user-centric approach and data-driven insights to identify pain points and enhance various application interfaces, increasing product usability and boosting customer satisfaction by 85%.
- Spearheaded the development of a comprehensive Figma design file organization structure, enhancing collaboration, increasing productivity, and ensuring design consistency across all UPS departments.
- Designed and launched the global logistics and distribution business intelligence application, providing essential data visibility and analytics to global supply chain customers.
- Led application design sessions with client, stakeholders, and business teams developing functional and technical requirements to meet customer business needs.
- Conducted daily scrum meetings with development and data teams, ensuring clear understanding and execution of design requirements within business sprint cycles, while providing timely updates to customers on new features and enhancements.
- Worked closely with customers and stakeholders gathering feedback on how they engage with their data, identified their paint points, and quickly created design solutions to complex situations, that would streamline their day to day processes and enable them to make better business decisions.
- Created high fidelity prototypes and interfaces for KPI scorecards, order details, inventory management and SKU details, reports, and dashboards to analyze trends and patterns.
- Introduced design redlines that defines design specs of elements on the interface to create consistency across all designs and eliminate confusion to development teams.
- Mentored and led teams of cross-functional interns, winning the summer hack-a-thon two years in a row.

- Conducted collaborative design whiteboard sessions with project managers, designers, and developers to innovate new application features that would enhance the user experience when analyzing big data.

AT&T   July 2016 – April 2018
SENIOR UI/UX PROTOTYPE DESIGNER
- Design and Developed user flow and customer interaction with myAT&T specific interfaces.
- Created high fidelity prototypes to enhance user experience engaging with elements on devices.
- Collaborated and led several teams in establishing blue sky ideas, turning them into designs and creating live prototypes
- Designed and Developed responsive front end buy flow user experience for GoPhone sales, where users could purchase a new GoPhone, bring an existing phone, or unlock a new device in order to use AT&T's service network.
- Created innovative transitions, animations, and overall effects for elements in AT&T mobile app.
- Developed bulletproof responsive HTML email templates.

Click More Media   November 2015 - July 2016
UI/UX APPLICATION DEVELOPER
- Supported several external clients for design, development, research and implementation of new and existing products
- Designed and developed a native Roku application for wrangler network, utilizing the Roku sdk
- Conducted an observational study on the targeted demographic and developed a custom interfaced channel aligning with Key Performance Indicators
- Developed a customized Roku channel using BrightScript sdk and created different Roku modules
- Designed and developed user flow and customer interaction with content specific interfaces tailored to the end user experience
- Developed code for ecommerce platforms adding or suppressing ROI beacons for various products
- Developed custom scripts into the RealTimeEmail API to gather and generate real time content based off user's current location (not IP based)
- Created contextual real time marketing campaigns that respond to each users personal context live

Blue Sombrero a Dicks Sporting Goods Company   March 2014 - November 2015
UI/UX WEB APPLICATION DEVELOPER and DESIGNER
- Managed and lead a team of designers and developers to get features completed in time for releases
- Train new associates on tools, applications and process
- Develop Front End application, using Kendo UI, jQuery, AJAX, C#, VB, HTML 5, CSS3, SQL
- Designed User Interfaces for admin registrations, site settings, custom websites for various teams and leagues
- Designed and developed unique responsive HTML Email Campaigns

ACADEMIC EXPERIENCE

B.S. Computer Science: Web Design & Development – Full Sail University (2013)
- Course Director's Award for Streaming Media Servers and Final Project II