Jibari Daniels

Senior UI/UX Design Engineer and Product Designer

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"Elevating Digital Experiences for Business Growth" Strategic-minded professional with a keen eye for details and developing creative solutions to solve strategic challenges. I have a solid background in User Experience Design, Servant Leadership, Design Thinking, and Agile methodologies, including delivering dynamic visuals and innovative strategies for Fortune 100 brands. Proficient in growing market share, steering customer base, and managing teams to work cohesively to turn creative concepts into reality.

PROFFESIONAL EXPERIENCE/ my background

IBM | JAN 2020 - Present

Senior UX/UI Product Design Lead
As the lead Senior UX Design Strategist, I directed client workshops and crafted strategies to effectively solve business challenges using technological solutions.

Team Leadership, Strategy, and Research
- Collaborated closely with distinguished Fortune 100 companies, such as Nike, Microsoft, Meta, Google, and Universal, to spearhead an **extensive portfolio of more than 100 workshops.**
- Conducted design thinking workshops addressing complex business challenges, incorporating cutting-edge technological solutions such as AI/machine learning, automation, big data analysis, on-prem server migration to the cloud, and robotics.
- Managed projects from inception to completion, executing Minimum Viable Products (MVPs) to deliver innovative solutions.
- Developed **high-fidelity prototyped wireframes** for Software as a Service (SaaS) dashboards tailored to Fortune 100 companies' specific needs, contributing to enhanced problem-solving and organizational advancement.

Key Accomplishments and Business Metrics
- Orchestrated and led 100+ workshops during a four-year tenure, driving a **revenue generation surpassing $5 million**
- Facilitated the streamlining of manual tasks for businesses, reducing time and effort by up to 20% through the implementation of automated services. This initiative contributed to substantial cost savings, positively impacting the bottom line of these businesses by millions of dollars.
- **Industry Design Lead** - As the Industry Design Lead, I fulfilled the role of market lead, **directing a team of over 20 designers** dedicated to the core principles of design.
- I served as an **instructor for design thinking courses for new hires**, guiding them in effectively engaging with clients during workshops. Additionally, I played a key role in the hiring process by **conducting interviews for over 100 employees in UX design positions**.

Client Success Stories
AI and Machine Learning
- Facilitated design thinking workshops aimed at addressing challenges within a Fortune 100 engineering company. Throughout this engagement, I developed UI dashboards and incorporated the WatsonX solution, anticipating a significant reduction in manual labor and repetitive tasks during post curation. The successful implementation of this MVP ultimately resulted in streamlined processes, minimizing rework, and reducing processing time for the marketing team, leading to an **estimated annual cost savings of approximately $150,000.**

Sustainability
- Led a design thinking session to assist a Fortune 100 technology company in addressing battery waste challenges and automating a more efficient solution for warehouse battery disposal. Throughout this engagement, I facilitated workshops and developed a UI dashboard in Enzivi sustainable software, ultimately resulting in substantial **cost savings for the company by enhancing visibility in addressing their sustainability efforts.**

Cloud and AI Ops
- Assisted a Fortune 100 distribution company in transitioning data from on-prem servers to a hybrid cloud solution. Additionally, I aided the team in optimizing their data by leveraging technology that identified applications consuming the most bandwidth and causing issues, **ultimately resulting in over $200,000 in cost savings.**

Robotics and Asset Management
- Led an initiative with a Fortune 100 chemical company, enhancing visibility in asset management and utilizing robotics to identify anomalies in plant tanks. Throughout this engagement, I guided design thinking workshops and developed UI dashboards, resulting in a **significant decrease in manual processes and contributing up to $100,000 to IBM's bottom line.**

IBM | JULY 2014 - 2020

Senior UX/UI Designer and Product Designer
In my role as a senior UI/UX Designer and Front-End Developer, I collaborated with sales teams to prototype diverse deliverables, including UI/UX designs, websites, applications, catalogs, and infographics.

Team Leadership, Strategy, Client Servicing and Research
- Led design efforts in sales engagements, presenting and collaborating with teams on projects spanning from conceptualization to completion.
- Facilitated Design Thinking workshops and served as the Agile iteration manager for a team of 10+ colleagues, guiding projects from ideation to finalization.
- Globally traveled presenting designs to Fortune 100 clients and playing a significant role in securing millions in revenue.
- Collaborated closely with prestigious Fortune 100 companies such as Nike, Microsoft, Meta, Google, and Universal, taking the lead in orchestrating an extensive portfolio of over 100 workshops.

Key Accomplishments and Business Metrics

- In the initial month, I served as the lead designer representing my division at the Manager Directors' meeting of IBM Clients. Having participated in numerous global engagements, my designs have played a direct role in generating over **1.5+ billion dollars in revenue**.
- **I've mentored students and colleagues** in the IBM P-TECH/CoachMe program and successfully **established a web development guild with 30+ monthly participants.**
- Operating within an Agile environment, I conducted design thinking workshops and received **24+ manager best awards** for my contributions.

Client Success Stories
AI and Machine Learning

- Conducted workshops for a distinguished financial institution in London, UK, leveraging AI to assist their Environmental, Social, and Governance (ESG) content specialists in extracting unstructured data from financial publications. Over the course of the engagement, I guided workshops and developed a UI dashboard to effectively showcase our solution, resulting in noteworthy cost savings for the business.

Omnichannel and Customer Experience

- Delivered a design solution to a prominent Fortune 100 banking customer in Mexico City, Mexico, aimed at enhancing omnichannel and customer service initiatives. Throughout this engagement, I led workshops and crafted a website and video presentation to showcase our solution to the client. Ultimately, this endeavor proved successful, contributing up to $150,000 to IBM's bottom line.

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VCOM IMC | JAN 2011 – JULY 2014

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Lead Visual Designer/Product Designer and Front-End Developer

In my role as the lead designer and developer I held a pivotal role in directing the design and creative vision for all graphics, websites, and printed materials produced by the company.

Team Management and Design Implementation

- Spearheaded the comprehensive rebranding initiative for Vcom IMC, a multimedia electronics corporation with 7 sister companies. This involved revamping logos, stationary, packaging, and websites to align with a contemporary design criteria.
- Directed a designer in the creation of printed materials, enabling me to concentrate on the design, development, and management of 15+ ecommerce sites.

Key Accomplishments and Business Metrics

- Successfully rebranded the company and its subsidiaries, resulting in a notable 15% increase in engagement.
- Achieved a substantial 20% increase in online conversion rates through the redesign of company websites.

Client Success Stories
Omnichannel and Customer Experience

- Established an online store for an e-commerce company specializing in school products. Additionally, I developed a dealer application to showcase all the vendors and dealers procuring products for the company. Ultimately, this website gained visibility at numerous trade shows and contributed significantly to cost savings for the company.

BIOGRAPHY/ education + leadership + expertise

Education and Leadership

2023   **Elliot Noyes documentary "Modernism, Inc.**
Featured in the Elliot Noyes documentary titled "Modernism, Inc.," which dives into the ascent and decline of American Modernism through the perspective of one of its foremost practitioners. In the film, I engage in design thinking tasks, elucidating the significance of design. This compelling documentary has been presented globally, from the Vancouver Film Festivals to the Tribeca Film Festival, and is set for release in the spring of 2024.

2023
2020   **Strategic Design Lead for User Experience Design at IBM**
I served as the industry market lead, overseeing a team of 20+ designers focused on the fundamentals of design. In this role, I mentored designers in conducting effective design thinking workshops, guided them through best practices in design, and provided insights on leading successful design engagements. Additionally, I played a pivotal role in the recruitment process, conducting interviews that resulted in the successful hiring of over 100+ designers.

2023
2020   **Established the Design Eminence Guild at IBM**
Founded a design organization that nurtured a thriving community of 400+ active participants. The Design Eminence Guild focuses on empowering designers to enhance eminence in their careers. Conducted and moderated panel discussions featuring Vice Presidents, Executives, Design Principals, and Distinguished Designers, offering valuable insights on elevating design presence and personal brand.

2020
2014   **Teacher at the Program for Accelerated Careers in Computer Science (PAC) at Monmouth University**
Instructor for a STEM-focused program catering to junior high and high school students at Monmouth University in New Jersey. Conducted classes imparting fundamental coding skills and provided guidance on pursuing careers in design and development.

2015   **Creative Director and Co-Founder for a Mobile Application**
Served as the creative director and co-founder of a mobile application that offered technological resources, contributing to bridging the gap between the police and the community. The app achieved this by elevating transparency through awareness, education, and user ratings. It garnered substantial visibility by being showcased at major trade shows across the United States and featured on prominent platforms.

Major Accomplishments:
- Led the creative direction for a mobile application, overseeing research, strategy, and the design and development phases. Additionally, I crafted printed materials such as banners, flyers, shirts, and logos. The app was subsequently presented at the Essence Festival in New Orleans and featured in showcases in Miami, New Jersey, and New York, as well as various trade shows. The application received positive feedback from police stations and sparked discussions about potential implementation in local municipalities.

2010 **Bachelor of Arts (Cum Laude) at Florida A&M University**
2004 Major: Graphic Design/ Web Development G.P.A 3.5

Major Accomplishments:
Information Technology Lead:
- Served as the primary Information Technology lead for the Environmental Science Institution at Florida A&M University.
- Spearheaded all web-related tasks, skillfully transforming the initial website into a fully functional Content Management System. Contributed to the design, implementation, and documentation of diverse publications, flyers, and posters through collaborative efforts with fellow professors and administrators across the university.

Principal designer for the Division of Research
- Served as the principal designer for the Division of Research, acting as the go-to resource for Senior Level Administrators, Management, Technicians, and Developers for all web and print design requirements.
- Directed the design, development, and production of Florida A&M University's Annual Reports, newsletters, and flyers for upcoming university events. Additionally, initiated, designed, and maintained a Research Newsletter that provided regular updates on events and achievements within the Division of Research.

Certifications and Awards

2023 Agile Achiever, Agile Advocate, Agile Explorer, Agile Cognitive Practitioner, Earning Advocacy Practitioner, Design Thinking Practitioner,
2014 Design Thinking Co-Creator, Design Thinking - Team Essentials for AI, Python for Machine Learning, Patterns for Technology Garage, IBM Garage Essentials, Cloud Pack for Security Sales, IBM Accelerate for Design, IBM Technology Excellence, Turbonomic by IBM Technical Sales Intermediate, Instana by IBM Sales, Turbonomic by IBM Sales Foundation

2023 Adobe Certification Associate: Adobe Photoshop, Adobe Dreamweaver

2007 Florida Art Award

2004 New Jersey Congressional Art Award

Technical Expertise and Methodologies

Leadership My expertise encompasses UI, CX, UX, Product Design, Strategy, and Research, underpinned by a robust grasp of Design Principles, Design Theories, Design Thinking, and Agile methodologies, including IBM Garage, Kaizen, KanBan, Scrum, and Servant Leadership.

Design Proficient in design tools such as Adobe Creative Suite (Photoshop, InDesign, Illustrator, Dreamweaver, Aftereffects, Premier, Lightroom, Animate), Cinema 4D, 3D Studio Max, AutoCAD, and Maya. Prototyping Tools: Sketch, Figma, and Adobe XD

Development I possess development skills in HTML5, CSS3, and Javascript, with experience in integrating APIs, PHP, Ruby, Python, NodeJS, JSON, MYSQL, and PHPMyAdmin. Well-versed in Bootstrap, Flexbox, ReactJS, Redux, React Native, AngularJS, Typescript, Vue, jQuery, LESS, and SASS. Additionally, I have a comprehensive understanding of cloud platforms such as IBM Cloud, Azure, Google Cloud, and AWS, along with expertise in CMS and ECommerce platforms.

Project Management My project management skills include proficiency in GIT, Sourcetree, Bitbucket, Jira, Postman, Cordova, Android Studio, and Xcode. I am experienced in integrating SMTP, SEO, SEM, Google Merchant/Webmaster/Analytics, Mural, Trello, Later, iContact, Asana, Keynote, and all Microsoft Office Programs.

References and Next Steps

References are available upon request. Thank you for dedicating time to review my resume. For additional information and a comprehensive portfolio of my work, please visit my website at www.jibarid.com. I am enthusiastic about the opportunity to contribute my design expertise to help your business expand its landscape and enhance its bottom line. I look forward to the possibility of collaborating with your team