Regan Norton

Innovative + Human-Centric Experience Designer

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Experience

Bank Of America UX Designer - Mobile

JUN 2020 – PRESENT   REMOTE

Analyse business needs to drive a user-centered mobile experience for employees. Create user-driven, engaging user experiences that turn complex tasks into simple, elegant interactions. Collaborate with design partners, product partners, development partners, visual designers, editors, and usability engineers against a design plan.

GE Aviation Prinicpal UX Designer

JAN 2019 – JUN 2020,   GREATER NEW ORLEANS AREA

Drive customer discovery and understanding in the Maintenance Repair and Overhaul (MRO) and Commercial Engine Operations (CEO) spaces. Facilitate design-thinking sessions across multiple disciplines. Create service blueprints, process flows, information architecture diagrams, wireframes, prototypes or other artifacts.

GE Digital Sr. Manager - User Experience

DEC 2017 – JAN 2019,   GREATER NEW ORLEANS AREA

 Managed a world class design team to consistently deliver complex software platforms and research projects of varying size and duration. Coach, mentor, lead, and provide career guidance and development for a group of 10 UX professionals.

GE Digital UX Interaction Design Lead - Mobile

AUG 2016 – DEC 2017,   GREATER NEW ORLEANS AREA

Lead the design of complex software products and service experiences for the industrial internet of things. Influenced business-wide discussions for current and future direction of mobile UX.

Gannett | USA Today UX Design Innovation Lab

AUG 2015 – JUL 2016,   GREATER NEW ORLEANS AREA

Research, early product development, and driving concepts to production. Executed an enterprise wide entrepreneurship program based on the fundamentals of Design Thinking and Lean Startup.

Education

XR Terra AR / VR Design

12-week program that provides training and project experience for design of immersive AR and VR experiences.

NN/G UX Management Cert.

Principles and methods to effectively plan, communicate, negotiate, control, and measure UX work, people, and processes.

GE Crotonville VUCA Leader

Leadership in a volatile, uncertain, complex, and ambiguous (VUCA) environment while executing on key business deliverables and outcomes.

GA UX Design Immersive

User-centered design methods, design thinking skills, team collaboration, and client relations.

LSU B.F.A. Graphic Design

AUG 2003 - MAY 2007

Skills

Design: UI graphics • User flows • Concept sketches • Strategy & vision presentations • Wireframes & mock ups with Sketch & Illustrator • Style guides & design systems with Atomic Design

Prototyping: Rapid prototyping using Sketch & InVision • Interactive flows with Axure • Tapable prototypes with Keynote or Marvel

Research: Design thinking workshops • Ethnographic field studies • User & stakeholder interviews • Participatory design • Journey mapping • Persona building

Collaboration: Facilitating design critiques • Orchestrating workshops • Influencer • Detail oriented • Flexible • Communicative • Woo