

# Roger Miller, ux designer

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## Portfolio

RogerMillerUX.com

## User Experience

Competitive Analysis  
Contextual Observation  
Directed Storytelling  
Heuristic Evaluation  
Information Architecture  
Journey Maps  
Secondary Research  
Storyboards  
Prototyping  
Usability Testing  
Social Media

## Technical

Sketch  
Axure  
Figma  
InVision  
Miro  
Slack  
Adobe CS  
HTML/CSS  
Zoom

## Education

Prime Digital Academy  
Scrum Product Manager  
St. Olaf: Art, English

## Bluestem Brands, UX Designer April 2021 to present

- Rapidly prototype solutions via user flows, wireframes, and prototypes to increase sales and customer satisfaction.
- Created new loyalty/rewards program to drive larger sales and more frequent returns per customer. Designed new returns integration with vendor.
- Own and update pattern libraries for four distinct websites: Appleseed's, Damon & Drapers, Haband, Blair.
- Work closely with BAs, Product Owners, and Developers in an agile environment and participate in daily standups, backlog refinements, story creation and sprint reviews.

## Securian Financial, Content Strategist October 2020 to January 2021

- Created information architecture detailing the proposed location of content on multiple websites.
- Recommended high-level content edits. Provide standards for content presentation.
- Inventoried and compared content on internal and external websites to eliminate redundancy.

## UX Design, Prime Digital Academy April - August 2020

### MN Art Gallery

- Designed a regional online art marketplace where professional artists can market and sell their art directly to the consumer.
- Prototyped, via Sketch and Axure, a set of touch-points between artist and consumer, social media, physical spaces and digital.
- UX components: Artist & Collector Surveys, Competitive Audit, Journey Map, Interactive Prototype, User Personas

### Yeeyo's Boutique Online Store

- Designed an online presence for the store to help with current challenges to in-person shopping as a result of Covid-19.
- Created a style guide with a new logo, branding, and consistent and appealing visual design.
- UX components: Competitive Audit, Journey Map, Interactive Prototype, User Personas, Usability Studies, eCommerce Solution.

### **Freelance UX & Graphic Design, 2017 to 2020**

- Art Resources: Updated design and production for corporate literature and websites.
- University of Florida: Provided design, codes and editing for the alumni magazine and email newsletter.
- Twin Cities Quorum: Created digital and print marketing for local non-profit.

### **Voya Financial, UX Designer, 2011 to 2016**

- UX Designer for Voya Presents, a proprietary insurance software tool, rated as one of the top 10 industry illustration software packages. Created wireframes, prototypes, and performed usability testing before launch.
- Linked data on the agent, their clients, stock market information, news, training, and marketing materials as a one-stop shop for 2100 agents nationwide.
- Drove outcomes in collaboration with developers, product managers and sales leaders to define requirements for enhancements and new tools that resulted in new product sales.
- Utilized Microsoft Project to project-manage timelines, task completions, and dependencies for the Voya Retirement Journey iPad app. The project launched on time and budget to 2100 financial advisors.

### **Minnesota Public Radio, Digital Program Marketing, 2009 to 2011**

- Collaborated with marketing to keep web sites, e-mail communications and social media aligned in promoting their national radio programs such as "A Prairie Home Companion," and "The Splendid Table."
- Created and distributed weekly marketing emails to obtain sales of merchandise from "Pretty Good Goods." Outcomes increased MPR digital revenues by 22%.
- Supported fundraising by creating online ads for local and regional funders.

### **Ameriprise Financial, Minneapolis, Minnesota, 1996 to 2009**

#### UX Designer, Human Resources

- Won Chairman's Award for Excellence for creating a new employee web site that increased the success of onboarding new hires by 20%.
- Created requirements for each persona, including new hire, hiring leader, and administrative assistants.
- Created wireframes, oversaw redesign and iterative improvements of site.
- Performed usability testing and surveyed 50 end-users for HR website which uncovered opportunities to streamline self-service opportunities for employees.

#### UX Designer, Marketing

- Won Chairman's Award for Excellence as the UX Designer for a new interactive shopping cart tool.
- Managed functional requirements, designed wireframes, wrote test cases, and oversaw technical and usability testing. Performed usability testing to discover

pain points and opportunities to increase user adoption. Survey of users rated the tool 4.5/5 for ease of use.

- Credited for \$75K in annual cost savings by eliminating printing and mailing of paper catalogues, and the removal of outdated materials.

#### UX/UI Designer, Corporate Communication

- The initial corporate website had been designed without much thought to the Ameriprise brand. So, I created wireframes and prototypes to redesign it. The newly designed and rebranded site increased traffic, lead generation and engagement by 30%.
- Created information architecture and UX style guide in partnership with developers, product managers, and marketing leads.
- With the success of the public website redesign, I was tasked with creating and launching the first American Express Financial Advisor intranet site for financial advisors members.
- I created wireframes, prototypes, journey map, and formulated the information architecture.
- 81% of financial advisors that were surveyed, rated the site as good or excellent.