

CHÉRIANA GRIGGS

USER EXPERIENCE + PRODUCT DESIGNER

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WHERE I'VE WORKED

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2016-PRESENT

UX MANAGER, GODADDY | SAN FRANCISCO, CA

Initiates data-driven and customer focused product experiences. Demonstrates UX Research evangelism across the company. Mentors team of designers for GoCentral suite of products. Uplifts company culture via design sprints, meetups, group yoga and chairs two internal organizations. Supports three PMs and 20 engineers with UX direction and execution. Responsible for closely aligning company goals and initiatives for the bigger picture.

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2015-2016

SENIOR UX DESIGNER, GODADDY | SAN FRANCISCO, CA

Spearheaded multiple projects including devising a streamlined onboarding experience for GoCentral WebsiteBuilder that increased activation and publish rate, designed a mobile-first editing flow for Search Engine Visibility, and developed a post-publish platform for re-engagement for all GoCentral customers. Proactively initiated research activities and worked with Product Managers and Engineers to ensure implementation of solutions.

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2013-2015

UI/UX DESIGNER, AGILETHOUGHT | TAMPA, FL

Orchestrated the design of concepts for online, mobile, and interactive user interfaces. Lead the Information Architecture process and white-boarding discussions with clients. Built concepts into standards compliant HTML and CSS. Formalized design documentation with proposals, estimates, and style guides. Usability analysis; evaluated existing client sites and applications through Heuristic Analysis, documented findings, and made recommendations. Translated client requirements into user experiences that reflected their business goals.

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2010-2013

CREATIVE DIRECTOR, YOURMEMBERSHIP.COM | ST. PETERSBURG, FL

Recruited and mentored a team of 10 UX Designers and fostered a culture of design thinking. Implemented corporate identity including website, brochure, product tours, tradeshow displays and direct mail pieces to promote and enhance the brand. Worked closely with development team to ensure the accuracy of brand identity across all mediums.

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2009-2010

CREATIVE DIRECTOR, THAT'S US TECHNOLOGIES INC. | TAMPA, FL

Established corporate identity, website and all marketing materials for use by multiple brands including brochures, business cards, tradeshow displays and booklets. Maintained web hosting server accounts, provided customer service, prepared proposals and managed projects.

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2007-2009

UX DESIGNER, THAT'S US TECHNOLOGIES INC. | TAMPA, FL

Executed website and application interfaces and worked with team of engineers on a daily basis to trouble shoot bugs and make enhancements to products.

DESIGN IS NOT JUST
WHAT IT LOOKS AND FEELS
LIKE, DESIGN IS HOW IT
WORKS

COMMUNITY INVOLVEMENT

2017-18 Global Director, Social Media,
World Information Architecture Day

2017 Mentor,
Women Entering & Staying in Tech

2017 Site Lead,
GoDaddy Fitness In Tech, San Francisco

2017 Site Lead,
GoDaddy Women In Tech, San Francisco

2017 Director, Social Media,
World Information Architecture Day,
San Francisco

2015 Director, Social Media,
World Information Architecture Day,
Tampa

2015 Ragnar Relay Key West Finisher

2014 Mad Dogg Athletics® Certified
Spinning® Instructor

2011-2012 Regional Alliance Chair,
Women In Technology International

WHAT I USE

Sketch | InVision | Adobe CC | Axure | Balsamiq

HTML | CSS | Foundation | Bootstrap | xCode

UserTesting.com | OptimalWorkshop | UsabilityHub

WHAT I CREATE

Information Architecture | Wireframes

Prototypes | High Fidelity Mockups

User research + testing | Mobile-first Designs

EDUCATION

Bachelor of Arts, The University of Tampa
Major: Electronic Media, Art and
Technology

Minor: Advertising & Public Relations