



contact

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knowledge base

Expert Level

Sketch
Abstract
Zeplin
Miro
Adobe Experience Manager
Adobe Creative Suite
Microsoft Office Suite
Responsive and Mobile Design
Accessibility and 508c designs

Intermediate Level

Figma
HTML & CSS Knowledge
iOS Native App Design
Google Material Design

education

BA in Graphic Design & BA in Journalism
University of North Florida
Jacksonville, Florida

denisebarba.com

UX Art Director

Elevance Health/Anthem Inc
2020-Present | Norfolk, VA

Partner and consult with Line of Business DPMs in crafting and implementing UX vision, leading design projects across the entire project lifecycle and multiple launches. Actively partner and support lines of business and various strategic partners from intake to delivery. Strategize user experience with a strong focus on intuitive, user-centered design thinking and optimal usability. Provide strategic guidance to business, marketing, product, content, and brand to define requirements and UX vision. Work with Designers on the team to monitor and ensure the development of consistent user experience. Contribute hands-on with wire frames, visual designs, and prototypes. Mentor and provide guidance to all UX Designers

Senior UX Designer

Anthem Inc
2018-2020 | Virginia Beach, VA

Key member in Anthem's transition to Adobe Experience Manager. Senior designer for public facing commercial and GBD websites. Specialized focus on 508 accessibility, using established design system and responsive designs. Primary product designer for Sydney community, a react-native social app focused on people with chronic conditions and continued care. Lead designer for the Anthem mobile app(s) for Medicaid members. Tasked with creating an atomic-based design system for a new React Native app that could be white labeled for multiple brands.

Experienced UI Designer

Dominion Enterprises, ForRent.com
2014-2018 | Norfolk, VA

Sole Graphic and UI Designer for ForRent.com, CorporateHousing.com, After55.com and ForRentUniversity.com. Collaborates with UI/UX Manager to define and implement innovative solutions for the product direction, visuals and experience. Executes all visual design stages from concept to final hand-off to development teams both in-house and off-shore. Conceptualize original ideas that bring simplicity and user-friendliness to complex design roadblocks. Present and defend designs and key milestone deliverables to stakeholders of all levels. Establish and promote design guidelines, best practices and standards. Creates compelling UI Designs for Responsive Websites, Mobile Designs iOS Native Apps and Email Marketing. Successfully embraced and succeeded in Agile and Scrum development Environment.

Freelance Art Director

2011-2018 | Norfolk, VA

Talented freelance art director and marketing professional offering creative print and web design solutions to the Hampton Roads area. Highly organized, adept at managing multiple projects and deadlines. Provides complex, comprehensive, varied design solutions. Excels at brand development and management. Works seamlessly with clients to understand interpret and guide their needs, business and target audience.

Web Design Team Manager

InMotion Hosting Inc.

2013-2014 | Virginia Beach, VA

Managed a robust web design team of developers and designers in designing, producing and maintaining Wordpress and Ecommerce sites.

Senior Web Graphics Designer

Dollar Tree Inc.

2011-2013 | Chesapeake, VA

Marketing, design and brand management of the online division of Dollar Tree Stores. Establishing an online presence and driving traffic to the site and in-stores through multiple marketing channels. Designing & conceptualizing multiple weekly emails to tailored audiences. Executed web page, landing page, and online product ad designs. Art directed, conceptualized, planned quarterly catalog, generating millions of dollars in revenue. Supervised a team of two web graphic designers managing workloads, schedules and providing mentoring to both. Instrumental in redesigning and relaunching the Deals-Stores.com.

Senior Graphic Designer

SpinSix Strategic Marketing

2008-2011 | Chesapeake, VA

Print and web graphic designer for both small businesses and large scale clients including: Bento, FileMaker, Sage Software, LifeLock and ZoneAlarm. Focused on creating designs emphasizing and reflecting web usability, rich user interfaces for database driven websites. Translated project objectives into unified, meaningful visuals. Familiarized with designing multiple media within strict brand standards.

Web Graphics Designer

Vehicle Web Services

2006-2008 | Norfolk, VA

Created and conceptualized numerous templated and custom websites for sale. Designed user interfaces for back-end client website tools. Developed new wire frame and template layouts, as well as production processes for website designs. Made recommendations to improve current and future product offerings based on user experiences.

Graphic Designer III

CACI

2005-2006 | Norfolk, VA

Provided support for several marketing communications projects and initiatives for the Naval Personnel Development Command. Single contact for all graphic needs, ranging from print to web-based products for command.

Graphic Designer

Trader Electronic Media

2003-2005 | Norfolk, VA

Created site designs that maintain good clear interfaces. Suggested and implemented creative solutions using compelling images that balance consumer interests and clients' return on investment. Design interesting pieces of interactive media that enticed users and pleased customers. Development of advertising pieces including graphics and e-newsletters, e-mail campaigns, large-scale trade show graphics, press kit pieces and direct mail campaigns.