

# CLIFF HERNDON

User Experience + Digital Design

www.cliffherndon.co  
cliff@cliffherndon.co  
linkedin.com/in/cliffherndon

For over 17 years, I've thrived designing customer, product and service experiences for some of the world's most recognized brands. Developing successful user experiences involves a balance of communication, collaboration, empathy, usability, aesthetics, and keen digital acumen. No matter the scope of the project, my goal is excellence. I believe in exploring the unknown, that good design is powerful, and hard work is essential.

## WARNERMEDIA

*Lead Product Designer, Growth Design (OTT) | Sep 2017 - Apr 2021*

Spearheaded brand development and product growth design to facilitate expansion of Bleacher Report Live streaming service. Supported BR Live interface updates for OTT devices, web and mobile. Guided UI overhaul of NCAA.com, redefining features and sections. Appointed to high-level projects for emerging tech in sports and gaming sector. Strategized with cross-disciplinary teams for the Turner Sports portfolio of brands, crafting digital experiences & products across a range of platforms for desktop, mobile, connected, immersive, television and OTT devices.

## CARTER'S

*Lead eComm UI/UX Designer | Mar 2016 - Sep 2017*

Constructed UI mockup & UX wireframe templates/guidelines supporting 3 internal design teams. Oversaw UI/UX and visual design for seasonal campaigns coordinating with designers, developers and copywriters. Led end-to-end UI overhaul of Carters.com and www.Cartersoshkosh.ca cart/checkout process. Developed hi-fidelity prototypes and design systems that integrated brand, products and services within eCommerce for web, mobile, app, email, social, in-store cash registers and kiosks.

## PUBLICIS SAPIENT

*Senior UI Designer | Dec 2012 - Sep 2013, Oct 2014 - Jan 2016*

Traveled for a variety of interface design and pitch projects with various teams in-state and out-of-country. Conducted website audit and redesign for Fiat Chrysler's website, online style guide and design system. Created and implemented new design system and website overhaul for MD Anderson to improve usability and ensure consistency of brand tone/voice across entire experience. Crafted wireframes, mockups, prototypes and interfaces. Coordinated with overseas developers to design & deliver final products.

## UI/UX, VISUAL, BRAND DESIGN CONTRACT | 1yr or Less

AUTOTRADER      FITZGERALD + CO      MERGE ATLANTA  
BRANDMOVERS      MACQUARIUM      GA GWINNETT COLLEGE

## Skills

Interaction Design  
Visual UI Design  
UI/UX Design  
Brand Development  
Design System Development  
User Research & Competitive Analysis  
Team Leadership & Communication  
Conceptual & System Thinking  
Mentoring & Peer Development  
Content Strategy & Problem Solving  
Waterfall & Agile Methods

## Brands I've Helped Grow

BB&T	MLB
BR Live	Michelin
Cigna	NBA
Delta	Procter & Gamble
Harley-Davidson	UPS
Home Depot	Whole Foods
IHG	And more...

## Awards

2020 Cynopsis Sports Award for Best Website | Bleacher Report Live  
2015 JD Power Automotive Website Awards | Fiat Chrysler  
2001 Cum Laude | DeVry University

## Education

DeVry University | Business Info Sys.  
The Creative Circus | UX Design Class  
General Assembly | UX Boot Camp