

Dysen Stoks

Product Designer

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484.832.8230

Education & Certification

SCAD

M.A. Graphic Design &
Visual Experience, 2023
SCAD Amp Certified

University of Alabama

B.S. Mathematics,
Scientific Computation, 2017 Honors

IBM

Consumer Products Insights &
Solutions Silver Badge
EDT Practitioner Badge

Udacity

UX Design Nanodegree

AT&T & UT Austin

Design Thinking Certification

Scaled Agile

SAFe PO/PM Certification

Skills & Tools

Design

Sketch • Figma • Adobe Illustrator, XD, InDesign, Photoshop, Premiere Pro • User Flows • Concept Sketches Wireframes • Low and High-Fidelity Mockups • Pattern Library & Components • Heuristic Evaluation • Zeplin Responsive Design • Design for AI Mobile Apps • User Centered Design Storyboards • Site Maps • Prototyping Jira • Mural • Miro Invision • ProtoPie

Research

User Interviews • Usability Testing Task Analysis • User Personas • Affinity Mapping • Journey Maps • Optimal Workshop • Quantitative and Qualitative Analysis • Qualtrics

Experience

My diverse background has given me a talent for breaking down complex problems and delivering elegant solutions. I have been described as "full of zest" and enjoy collaboration.

JUN 2021
PRESENT

Associate Design Director

IBM iX STUDIO

Deliver solutions that address clients' most complex business problems and opportunities. Solutions range from dynamic interfaces to content and experience strategy that have saved and generated millions in annual revenue. Designs are thoughtfully crafted with consideration of imagery, balance, consistency, color and typography to improve usability, impact, and meaning.

Practice extreme partnership and integration with teams that have varying cultures, challenges and objectives. Exhaustively investigate current state experiences to gain a deep understanding of problems and opportunities.

SEPT 2019
JUN 2021

Sr. UX Designer

AT&T FIELD SERVICES

Led the UX design and research team for AT&T's Field Operations Platform, which had a \$43M benefit to the business. Designs address user pain points, complex legacy systems, and business objectives.

Collaborated closely with clients, PMs, UX researchers and engineers to design a nationwide native and responsive app.

Defined and maintained user archetype research, style guides, and responsive component libraries using Sketch, Zeplin, iOS Human Interface guidelines, and Material Design.

Reimagined the marketing strategy, assets & the delivery team brand.

JUN 2019
SEPT 2019

Product Manager / RTE

CRICKET WIRELESS

Directed project intake for the Cricket Care Platform and led the Agile transformation for Cricket IT Enablement.

Collaborated with interdisciplinary teams including: Design, Accessibility, Solution Architecture, & Business Owners.

DEC 2018
JUN 2019

Solution Architect & Junior Designer

AT&T TRANSFORMATION LAB

Delivered elegant, scalable solutions for a complex legacy sales process encompassing 76 different automations and applications.

Using task analysis and journey mapping, researched and designed end-to-end, user-centric solutions that address pain points and performance KPIs. Presented concepts, prototypes and lab progress to a large audience of high-stakes executives.

Lab initiatives, both implemented and planned, were projected to drive cost savings of \$30M within AVPN ordering and processing.

SEPT 2017
DEC 2018

Lead Product Owner & Design Apprentice

AT&T LEARNING EXPERIENCE

Led redesign and feature enhancements for an enterprise training platform.

Casted vision for the future of the product. Championed Agile and Design Thinking methods ensuring iterative delivery and user-centered design.

Conceptualized and delivered a testing program, organizing 50+ testers.