Quincy M. Gibbs

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Residence: Farmingville,, NY

[Portfolio (Click Here)](#)

Professional Summary:

I believe in the power of brand — to shift mindsets, create markets, inspire innovation, and unleash movements. During my career I have worked alongside visionary leaders and innovators who share these beliefs. I have been a team leader of award-winning strategists, creatives, designers, developers, videographers, writers, illustrators, animators + producers who build for the digital age. I specialize in bringing digital identities into the real world. All that I have learned has gone into honing my passion for UI + UX design. I love creating unique experiences for all that center on user centric design, where a user feels at home, centered, and clear on the objectives we set out for them the first time they interact with the design.

Experience:

Skills:

2023 - Present   Dow Jones | Wall Street Journal | Barrons | MW   NY, NY

Sr. Principal Designer

- Lead and inspire a team of UI and UX designers, fostering a collaborative and innovative design culture.
- Work on special projects:
  - Article Templates (Standard, Immersive, Rankings)
  - Newsletters; create modern UX for all brands
  - Article Video (Vertical, and Standard)
    - Main video page
    - Series landing page
- Drive the end-to-end design process, including wireframing, prototyping, and visual design, ensuring a cohesive and visually appealing user experience.
- Work closely with product managers, developers, and other stakeholders to ensure seamless integration of design concepts into the product development process.

2022 - 2023   Dow Jones | Wall Street Journal   NY, NY

Experience Design Manager.

- Lead a team of designers ranging from Sr. to Jr.
- Lead UX design efforts for Wall Street Journal
- Revamp Subscriptions Hub for all brands
  - Account settings
  - Billing

Skills:

Creative Dept Mgmnt.

Art Direction

UI/UX

Interactive Design

Prototyping

Wireframing

QA | Usability Testing

Rapid Design Testing

VAS Testing

Illustration

Videography & Editing

TOOLS

Figma, Photoshop, Illustrator, InDesign, Premiere, Audition, Dimension, After Effects, Spark, Canva, Lightroom, Character Animator, AEM, AED, Sketchup, XD, Sketch

CODE

JS, React, PHP, Javascrip

JQuery, React, Node

- - Cancelation flow
    - Upgrade + Downgrade
  - Revamp newsletter landing pages to become main entry point for new subscribers. Subscriber opt-in rate went from 17% to 66%
  - Enhanced UX and lead efforts to conceptualize the new MyWSJ and MyBarrons
    - Facilitated Northstar efforts to set the landscape
    - Team led research of current design patterns
    - Led competitive analysis of other platforms
    - Designed iterations based on ask and landscape
  - Facilitated the growth of our design system
    - Utilizing a token first strategy
    - Created components that will be used across brands
    - Documenting developer handoff materials
  - **Portfolio items available upon request**

2017 - 2022   **Verisk Analytics, Inc**   Jersey City, NJ

Art Director | UI + UX Designer - Corporate Marketing Dept.
  - UI design lead for all corporate companies (15 different companies in portfolio).
  - Created and manage figma libraries with hundreds of components.
  - Led site-wide facelift to Verisk.com subpages from wireframe to implementation.
  - Senior + Jr. Designer direct reports.
  - Collaborate with stakeholders to produce and design wireframes and prototypes of web and mobile applications.
  - Create graphical content for websites, social media, video and other marketing materials.
  - Successfully conceptualized and launched our social media campaign encompassing our 50th anniversary.
  - Facilitate the production of our Annual and Corporate Social Responsibility Report (40-page book). Layout, content integration, image selection, and cover design.
  - Develop and design templates for interdepartmental use.
  - Mergers and Acquisitions design lead.
  - CMS development lead.
  - Collaborate and storyboard video projects.
  - Created the most watched video series across our social media platforms, generating 15K views per video, up from 500 per video.

AngularJS, GIT, HTML
Classic ASP, Atlassian

DATABASE
MySQL, Postgre, NoSQL, Pervasive

FRAMEWORK
Symfony, Laravel, Slim, Wordpress, ASP.NET, Zend, AEM, EPI

- Edit video, create and add motion graphic sequences to all video projects.
- Design and developed DXP (Digital experience platform).
- Introduced, created and maintain Adobe CC Library of images, color palettes, fonts, and icons.
- Maintain our DAM (Digital Asset Management) portal.
- Verisk Way to Go award winner for Design and commitment.

2013-2017   **Prestige Employee Administrators**

Melville, NY

Design & Developer Manager

- Oversaw department of 3 developers, 3 senior designers, 1 junior designer, and 1 admin.
- Searched and interviewed all candidates on job sites (Career Builder, Monster, Craigslist).
- Handled all job descriptions.
- Led weekly and 1-on-1 meetings.
- Implemented JIRA, Confluence, and utilized Kanban boards
- Created product roadmap in Confluence.
- Implemented SCRUM workflow, with bi-weekly sprint planning.
- Utilized JIRA for all bug related issues.
- Created simple GUI for users to relate issues that would get pulled right into JIRA.
- Implemented Basecamp for all team communication.
- Lead efforts to design & develop 7 iterations of our online benefits platform called HRO Connect (Human Resource Outsourcing).
- Created HR Benefits platform utilizing PHP, Javascript, JQuery, SQL, CSS, and with a custom built framework.
- Created PHP HR hiring manager workflow program. From recruiter to hiring manager to implementation into the HR system through custom import GUI.
- Attended and presented at client meetings.
- Conducted yearly performance reviews.

Highlights

- Benefits Software went from 1 client and 200 users to 290 clients and over 20,000 users.

- Department led to 5.5 million in increased revenue, and over 50 clients retained.
- Designed and written user manual, 35 pages, with supporting tech specs.
- Department led all efforts in creation of sales and marketing collateral.
- Department designed main sales slide deck for pitch meetings. Slide deck housed multiple charts, moving graphics, and other multimedia effects.
- Performed competitive analysis of all sales and marketing materials.
- Successfully designed and developed version 1.0 of a document management portal.
- Created logo for Benefits Software.

2011-2013   **Prestige Employee Administrators**   Melville, NY

<u>**Web Developer + Graphic Designer**</u>
- Analyzed current processes that were still on paper and converted 80% of paper to digital through GUI.
- Designed & developed their new online benefits enrollment platform, beta to 1.0 release, with Photoshop, PHP, Javascript, and CSS.
- Successfully launched online benefits enrollment platform to over 300 worksite employees.
- Developed custom-made websites for two of their companies utilizing Wordpress.
- Designed over 100 pieces of marketing materials: email campaigns, newsletters, and brochures.
- Developed broker portal with PHP, HTML, and Javascript. Portal would allow brokers to access all company specific documentation, rates, marketing materials, and any contact information.
- Broker Portal was dynamically populated from the database and displayed different information depending on who logged in.
- Manage weekly tasks of 1 developer.
- Designed and developed online workflow system with PHP, HTML, and Javascript. Workflow systems would allow managers to hire, send paperwork, and receive approval or disapproval from one manager to another automatically. As paperwork was sent, approval or disapproval was required from the next manager. Original sender was notified of all answers every step of the way.

Portfolio:

Design + Web + Social Work

www.quincygibbs.com/portfolios

Current work available upon request

Education:

1998 - 2000   **Hofstra University**   Hempstead, NY

Business Management & Graphic Design

1996 - 1998   **Suffolk Community College**   Brentwood, NY

General Business