

# Quincy M. Gibbs

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Residence: Farmingville, NY

[Portfolio](#)

## Professional Summary:

Innovative and results-driven Sr. UI/UX Designer and Design Manager with over 25 years of experience in creating user-centered digital solutions. Proven expertise in leading cross-functional teams through the design lifecycle, from research and ideation to execution and delivery. Adept at balancing user needs with business objectives, I excel in developing intuitive and aesthetically pleasing interfaces that enhance user experience and drive engagement. My proficiency in tools such as Figma, Sketch, and Adobe Creative Suite, coupled with a deep understanding of design principles and user behavior, allows me to deliver impactful and scalable designs. Strong leadership skills and a collaborative approach ensure successful project outcomes and foster a creative, productive team environment.

## Experience:

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

### **Sr. Principal Experience Designer**

#### **Day-to-Day:**

- Lead and inspire a team of UI and UX designers, while fostering a collaborative and innovative design culture
- Spearhead all Video and Newsletter design initiatives
- Lead all efforts for our Design System, tokens, and reusable components
- Analyze customer behaviors and develop solutions to meet customer and business needs
- Work and iterate on special initiatives:
  - Article Templates (Standard, Immersive, Rankings)
  - Newsletters; create modern UX for all brands
  - Video (Vertical, and Standard)
- Drive the end-to-end design process, including wireframing, prototyping, and high fidelity 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
- Conduct user research utilizing tools such as VAS and User Testing

## Skills:

Creative Dept Mgmt.

Art Direction

UI/UX

UXA

Design Systems

Interactive Design

Prototyping

Wireframing

Tokenization

Componentization

QA | Usability Testing

Rapid Design Testing

VAS Testing

Illustration

Videography & Editing

### **TOOLS**

Figma, Sketch, XD,

Illustrator, InDesign,

Photoshop, Premiere,

Audition, Dimension,

After Effects, Spark,

Canva, Lightroom,

- Build strong relationships across the organization to foster communication and cohesiveness across departments

Character Animator,  
AEM, AED, Sketchup

### **Accomplishments:**

- Redesigned 87 newsletters across all brands; Wall Street Journal, Barrons, MarketWatch, MansionGlobal, PENTA
- Designed over 50 new reusable components for our design system
  - Multiple article, video, quote, and advertising cards
  - Video players; standard and vertical video
  - Rankings tables
- Created email design system
- Designed all (I mean all!) of our reusable email components
- Created masthead design system for all 87 newsletters
- Redesigned and modified all emails to use our email design system
- Created three new reusable rankings table components launched for College Rankings.
- College Rankings generated the most subscriptions ever for a single product for the Wall Street Journal, generating millions of dollars in subscription and advertising revenue
- Redesigned customer center dashboards which have been adopted for all brands
- Received Award (DOWS) for leading and facilitated all efforts for implementation and design of our Terms of Use banners on all Dow Jones Brands

### **CODE**

JS, React, PHP,  
Javascript, JQuery,  
React, Node  
AngularJS, GIT, HTML  
Classic ASP, Atlassian

### **DATABASE**

MySQL, Postgre, NoSQL,  
Pervasive

### **CMS**

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

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
  - Cancellation 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

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](https://www.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.
- 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.

## Portfolio:

Design + Web + Social Work

[www.quincygibbs.com/portfolio](http://www.quincygibbs.com/portfolio)

**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*