

Greg Sargent

UX, UI & Digital Product Designer

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EXPERIENCE

Alkami, Product Experience Manager

March 2021 - Present

Crafting experiences for a SaaS white-label digital banking platform, I lead a team of 6 UX/UI designers supporting 14 scrum teams.

Milestones:

- Designed & documented advanced design system
 - 40+ components & 100+ variants
 - Figma team library
 - Flutter & Vue encapsulated components
 - Design token powered theming engine
 - Dynamic color generation for an automated themed experience while also ensuring accessible color contrast
- Established new vision for the native mobile experience
 - Cited as one of the key factors in explosive sales growth Q4 2021
- Reworked IA for mobile & desktop experiences

Alkami, Lead, Principal UX Designer

June 2019 - March 2021

As a player-coach, I ensured the evolution of all digital banking product verticals met quality, usability, and accessibility standards; while mentoring, coaching, and developing fellow designers.

Milestones:

- Established www.alkami.design as a thought leadership tool & documentation site for Alkamists & SDK customers
- Defined 7 design philosophies & 21 guiding principles
- Established need & vision for a modern streamlined white-label theming solution
 - Established 7 design frameworks (typography, iconography, color, spacing, shape, elevation, emphasis)
 - Established the use of design tokens as a new standard of powering branded elements
- Conducted key research with end-users and customers leading to a reimagining of the mobile experience & demand for a new design language & more modern/advanced design system
- Crafted a culture of creative confidence with each designer

SKILLS

Communication, active listening, leadership, teamwork, problem solving, negotiating, persuasion, public speaking, critical thinking, user experience, visual design, HCI, user research, information architecture, Figma, Prototipe, Webflow, HTML, CSS, PHP, Jira/Agile/Scrum, Digital Marketing, Writing

EDUCATION

Measuring UX & ROI of design, NNG

April 2021

PMC 1 & Pragmatic Foundations, Pragmatic Institute

August 2020

Web Design & Development, Brigham Young University Idaho

2015 - 2018

Mass Communication & Media Studies, Middle Tennessee State University

2011 - 2015

References

Available upon request

Alkami, Senior UX Designer

March 2018 - June 2019

Lead the design effort primarily for the native iOS & Android scrum teams, while also supporting other scrum teams as needed.

Milestones:

- Participated in key research efforts to understand critical feedback around the mobile login experience
- Conducted research to understand growing client feedback around theming & customization
- Held lunch-n-learns & design thinking sessions to understand perspectives on the legacy white-label theming system
- Completed 100+ tickets of run-the-business work supporting various scrum teams

Alkami, UI Designer

March 2016 - March 2018

Lead theming efforts with clients, and supported 10+ engineering scrum teams through mockups, prototypes, and design reviews.

Milestones:

- Created pivotal mockups imagining digital banking wearables which lead to Alkami investing in wearable offerings to clients
- Completed dozens of new client theming sessions
- Completed 100+ tickets of run-the-business work supporting various scrum teams

Self Employed, Freelance Visual Designer

May 2008 - March 2016

Designed, developed & managed digital properties for clients via one-off and/or retainer basis.

Milestones:

- 2015 PetSmart Halloween Lookbook
- 2012 Chick-fil-A “Free Coffee Friday” signage
- 30+ website design & development projects for local businesses
- 100’s website & development consulting hours for DIY’r website creators (primarily Squarespace and Webflow users)