

Career Highlights

Over 30 Years of Innovative Design and Strategy Solutions

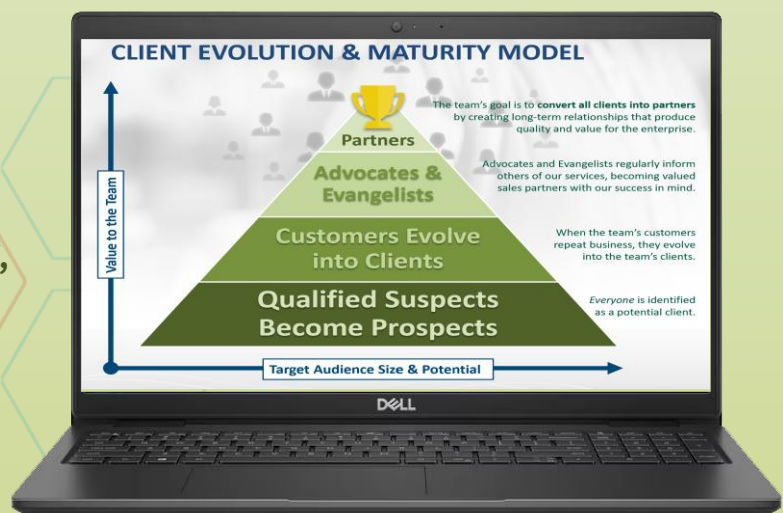
- Founded **DataMan Systems** (1995), delivering CMS solutions for SMBs nationwide
- **Won national awards** for EMC websites & newsletters across Georgia (National Marketing & Member Services Conference)
- Earned **First Place** for websites for **Georgia Magazine** (1M+ subscribers) from *Magazine Association of Georgia*
- Built **enterprise CMS** supporting 80K+ SKUs for **Walmart, Costco, and Staples**
- Developed **Chipotle online ordering solution** leveraging XML, XSL, and XSLT
- Designed **Cox Communications' Self-Service Password Management** app used by 20,000 employees to manage network access
- Led design & strategy for **MS HoloLens POC** and created the executive presentation to share value
- Built multiple **Cox Power Platform apps**, including Business Rating, Employee Profile, CCI Giving, Call Automation, and numerous governance/compliance apps



Designer Research & Impact

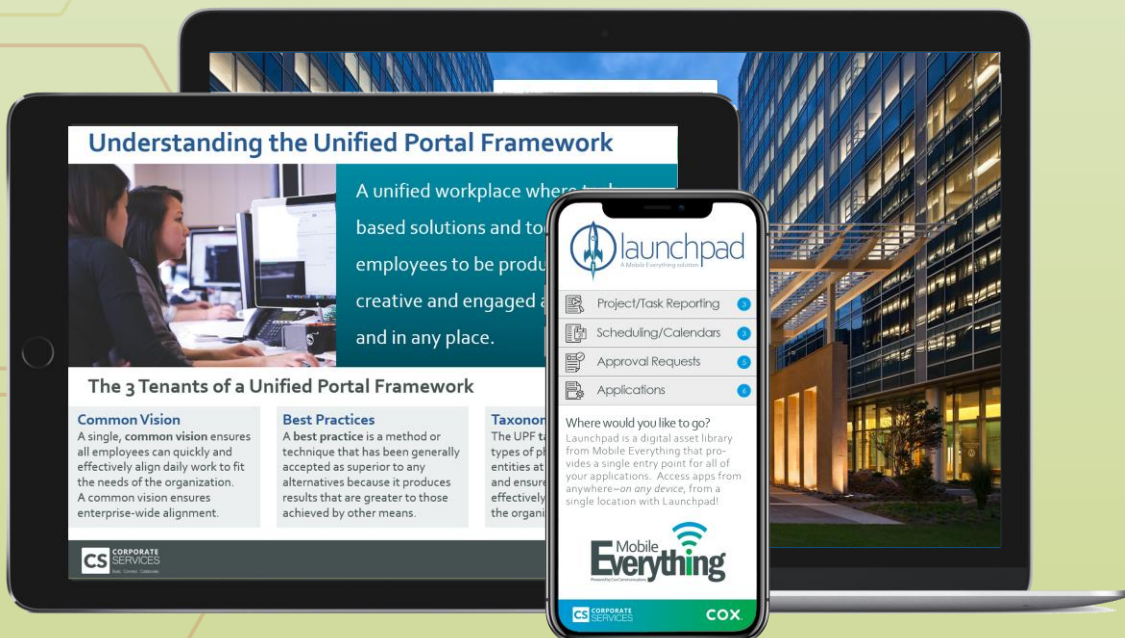
Understanding How to Improve & Enhance a Customer's Journey

- Drive **research-led design** grounded in user needs and clear client objectives
- Responsible for defining **user personas** and guiding product decisions
- Deliver **enterprise UX solutions** aligned with business outcomes
- Serve as **Design Thinking Subject Matter Expert**
- Certified **LUMA Facilitator** accelerating innovation, alignment, and decision-making
- **Lead cross-functional workshops** and innovation sessions
- Built **Preferred Client Profile** to improve team alignment
- Led **GapAssist transformation** to enhance collaboration and ensure team and department gaps were identified
- Created the **Employee Engagement Scoring framework** for data-driven insights into employee loyalty, retention, and connection



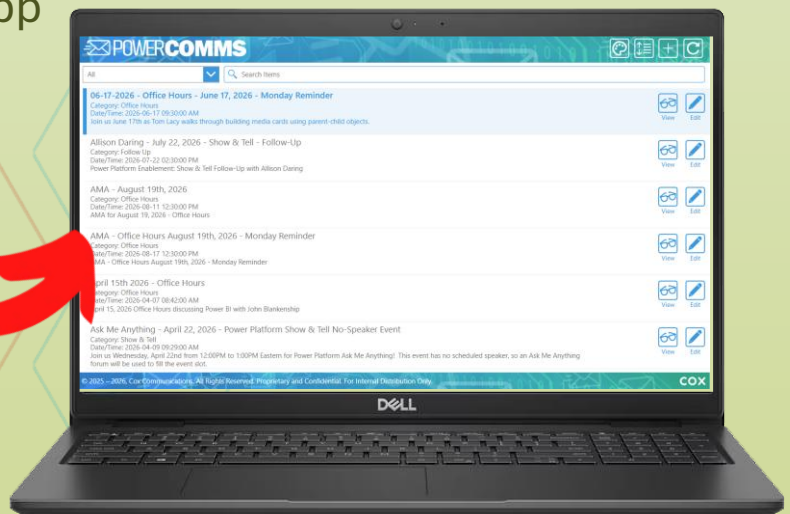
Solving Challenges for Some of America's Largest Organizations

- Led **end-to-end UX strategy**, aligning brand, product scope, and business goals with customer needs
- Championed **journey mapping & user intent**, ensuring intuitive, accessible, high-value experiences
- Built **Design & Strategy process** for enterprise Portals & Collaboration department
- Launched **“Mobile Everything” initiative** (strategy + brand identity)
- Redesigned enterprise **Self-Service Password Management** journey (enterprise-wide adoption)
- Developed **Unified Portal Strategy & framework** for the CCI Enterprise, Development & Operations (ED&O) department



Creative Design Solutions for Print and Web for Three Decades

- Deliver **scalable, standards-driven design**, improving speed, consistency, and usability
- Establish **design systems & frameworks** to ensure cohesive, intuitive user experiences
- Produce **award-winning UX solutions** across enterprise organizations (30+ years)
- Create **high-engagement webinars & training**, driving sustained audience growth
- **Lead UX Designer, Portals & Collaboration** for multiple Enterprise Technology & Support departments for over 3 decades
- Designed **enterprise UX/UI, branding, and experiences** across multiple initiatives for several leading enterprise organizations
- **Lead Comms Designer** and creator of PowerComms, an email-focused communications app that replaced a costly third-party solution with per-user licenses and annual fees



Design/Dev Samples

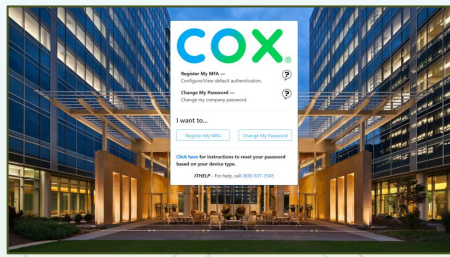
Although my career spans over 30 years of digital design and strategy—*building innovative UX/UI and CJ/EJ solutions*— the following design/dev samples are my latest and most current projects. Take a few minutes to view screenshots of my contributions and let me know what you think!



Additional Design/Dev Samples



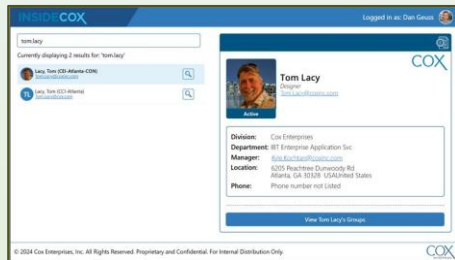
CEI Presentation - Cox Outdoors



Self-Service Password Manager



Internal App - Viva Engage



Internal App - Employee Profile



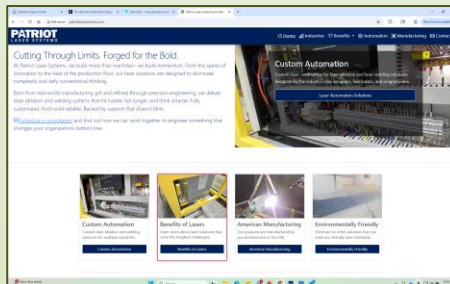
Internal App - Field Services



PowerComms - Email Campaign



Jump! - Custom URL Shortener



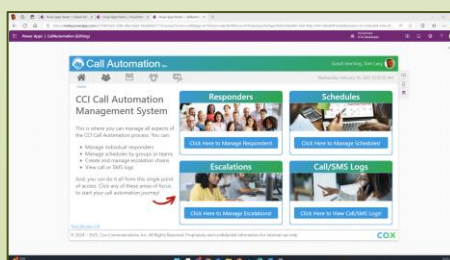
Website - Patriot Laser Systems



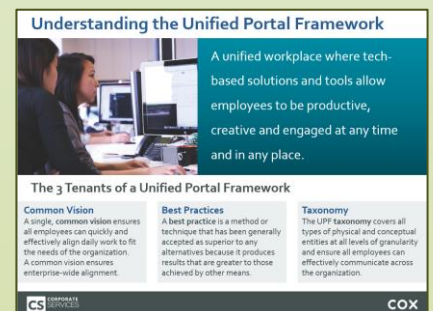
PowerComms - Email Campaign



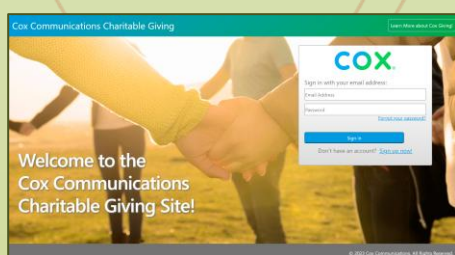
EmailOpen - Power Platform ROI



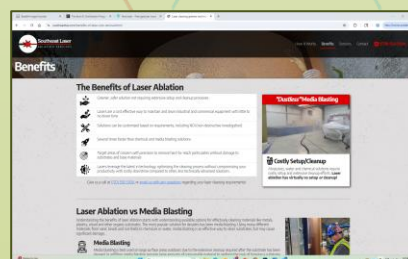
Internal App - Call Automation



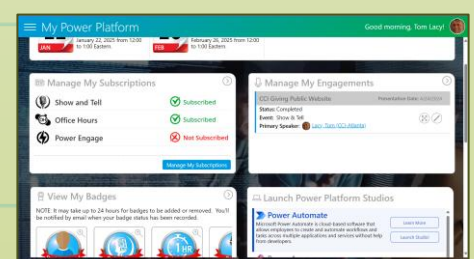
Presentation - Unified Portal (UPF)



CCI Giving Charity Website



Website - Southeast LAS



Internal App - My Power Platform

Use-Case: Email Campaigns

Email Campaigns Overview

The custom-built Power App, *PowerComms*, is an email campaign manager that provides a centralized way to create, organize, and distribute branded communications. Campaigns can also be scheduled.

Campaigns can be used to promote events, share news and training opportunities, communicate important platform updates, request volunteers or solution submissions, and gather feedback from the community.

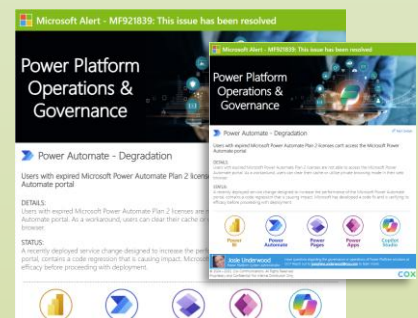
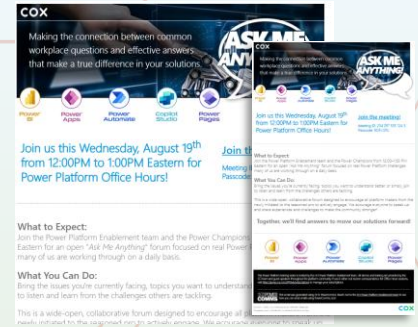
Core capabilities

- Create, schedule, and distribute targeted email campaigns for specific audiences.
- Promote events, training sessions, advertising, and community activities.
- Share product news, governance updates, migration notices, and other important announcements.
- Encourage community participation through volunteer opportunities, solution sharing, and feedback requests.
- Use branded layouts, images, links, and reusable communication elements to deliver consistent messaging that can be scheduled to send at a future date.

Intended audience and value

The solution is designed for Power Platform administrators, community leaders, and teams responsible for internal communications.

By organizing recurring outreach in a consistent and engaging format, Email Campaigns helps teams improve awareness, increase participation, and share important information more efficiently.



Use-Case: Power News!

Power News!

Power News! is a Power Automate flow that aggregates current Power Platform news from Microsoft RSS feeds and community blogs across the internet. It provides a centralized source for product updates, articles, announcements, and practical information to help employees stay informed via weekly emails.

Core capabilities

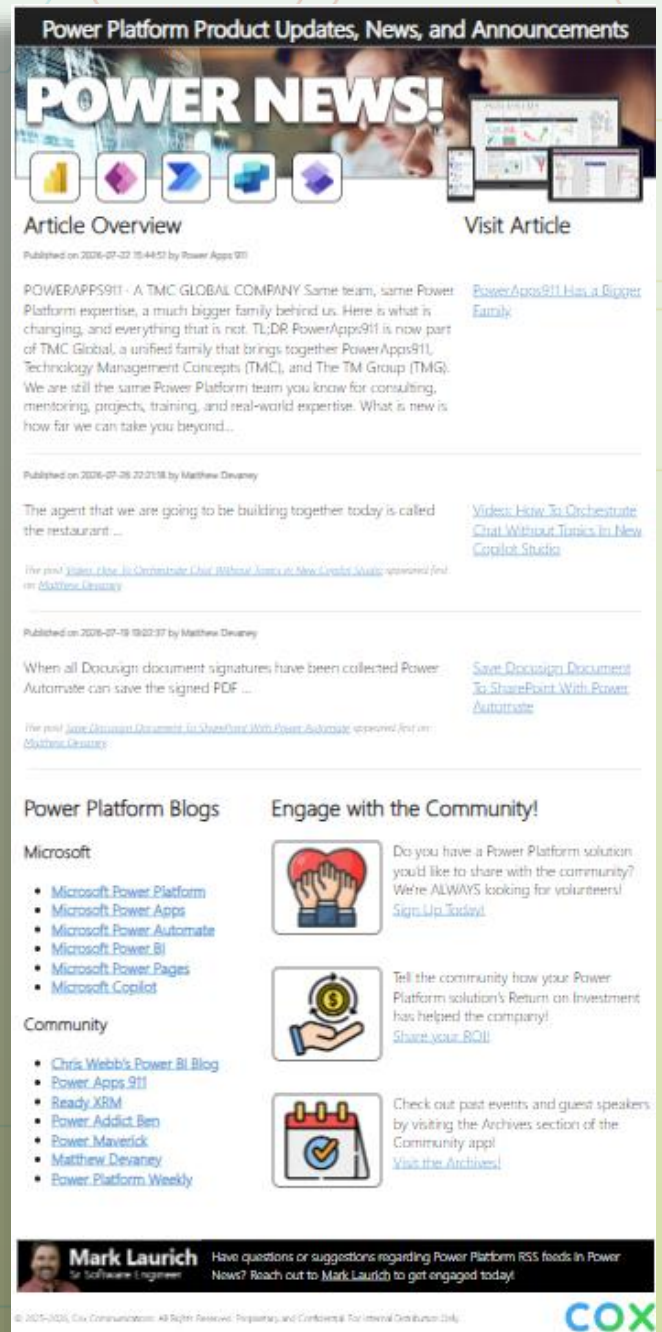
- Aggregate Power Platform updates, news, and announcements from Microsoft RSS feeds.
- Include community blogs and articles covering Power Apps, Power Automate, Power BI, Power Pages, Copilot, and related tools.
- Present article summaries with links to the full content.
- Provide community engagement resources, including solution sharing, guest-speaker opportunities, and event information.

Intended audience and value

The flow is designed for Power Platform users, developers, administrators, and community members who want a convenient way to follow platform developments.

Tools Used:

- Photoshop
- Power Automate
- HTML3.2/CSS3
- RSS



By bringing official updates and community perspectives together, Power News! helps employees discover relevant information, stay current, and share platform knowledge more efficiently.

Use-Case: AI Super Enthusiasts

AI Super Enthusiasts Power App

This Power App is an internal **AI learning and community hub**. I created the app (and flows) to give employees a centralized place to learn about AI, explore practical resources, and connect with other AI enthusiasts.

Core capabilities

- **Structured learning paths:** Beginner, Intermediate, Pro, and AI Champion levels, with videos, presentations, and quizzes.
- **AI fundamentals and guidance:** Getting Started, AI Foundations, Microsoft Copilot, AI Glossary, Templates, Agents, KITT/n8n resources, Community, and Responsible AI.
- **Prompt-engineering resources:** Sections for Prompt Engineering, “What’s Your Prompt?”, Prompt Resources, Prompt vs. Context, and Context Resources.
- **AI terminology lookup:** An alphabetical glossary with searchable definitions and terms.
- **Practical automation education:** Content progresses from prompting and safe data handling to Power Automate, n8n, multi-tool workflows, and eventual Claude Code usage.

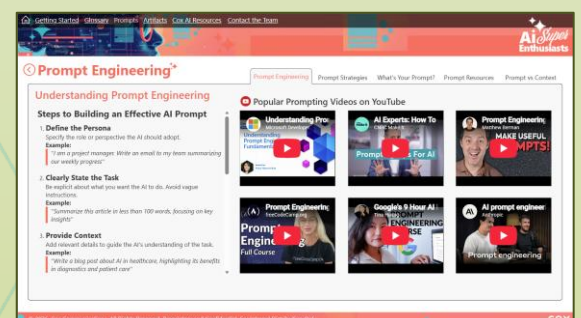
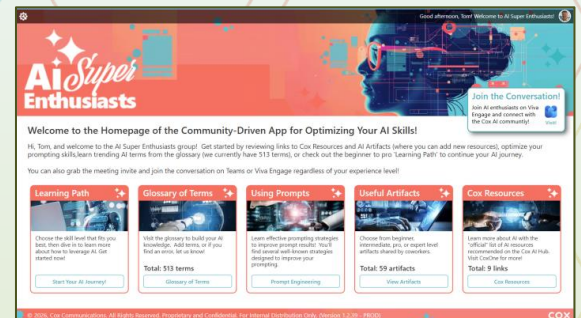
Intended audience and value

The target audience is broad—*essentially any employee interested in AI*—with content available to all levels of experience but suited primarily to novice and intermediate learners.

The app supports a progression from basic AI literacy to designing repeatable AI-assisted processes and workflows.

Tools Used:

- Photoshop/Illustrator
- Power Apps/Power Automate
- HTML5/CSS3
- ClipChamp



Use-Case: Metal Union Speed Shop

Metal Union Speed Shop

Metal Union Speed Shop is a premier fabrication and design shop that provides high-end custom vehicle builds and specialized marine craftsmanship.

Core capabilities

- Deliver bespoke custom vehicle builds tailored to client specifications.
- Design and fabricate high-end custom marine vessels and components.
- Provide specialized metal fabrication and high-performance modifications.
- Offer expert consultation and design planning for complex build projects.
- Restore and transform classic vehicles into high-performance custom builds.
- Maintain top-tier quality standards throughout every phase of the customization process.

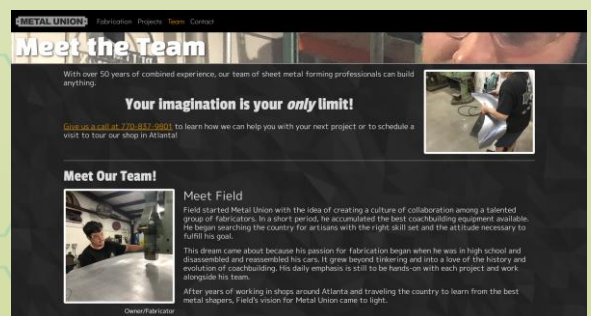
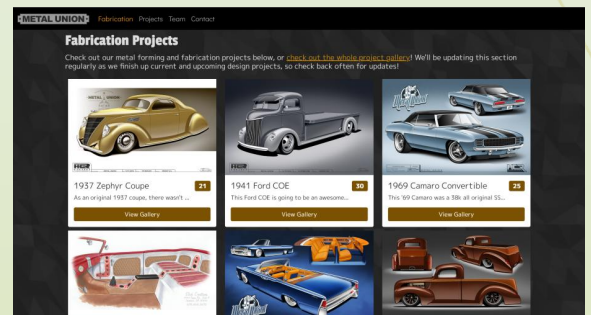
Intended audience and value

The shop is designed for automotive and marine enthusiasts seeking high-end custom craftsmanship, personalized vehicle builds, and expert fabrication services.

By combining precision engineering with bespoke design, Metal Union Speed Shop transforms visionary concepts into one-of-a-kind, high-performance builds.

Tools Used:

- Photoshop/Illustrator
- HTML5/CSS3
- Bootstrap5
- JavaScript
- HandBrake
- Masonry Framework



Use-Case: Southeast Laser Ablation

Southeast Laser Ablation

Southeast Laser Ablation Services is a specialized industrial service provider that delivers precision laser ablation and vibratory cleaning solutions for surface preparation.

Core capabilities

- Remove surface contaminants, rust, oxidation, and coatings using precision laser technology.
- Prepare metal substrates and industrial parts for further processing, welding, or coating.
- Deliver specialized vibratory cleaning and finishing for complex or delicate components.
- Provide custom laser finishing services tailored to specific industrial or restoration requirements.
- Ensure non-destructive cleaning without the use of harsh chemicals or abrasive media.
- Support manufacturing and restoration projects with high-quality, efficient surface treatment.

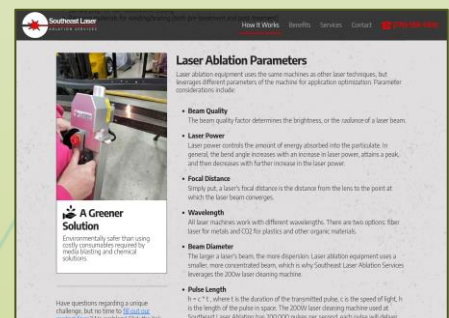
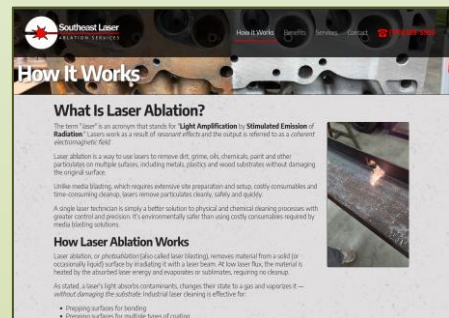
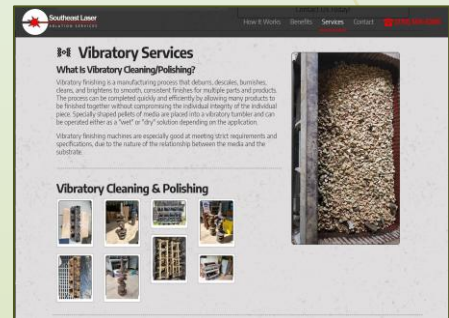
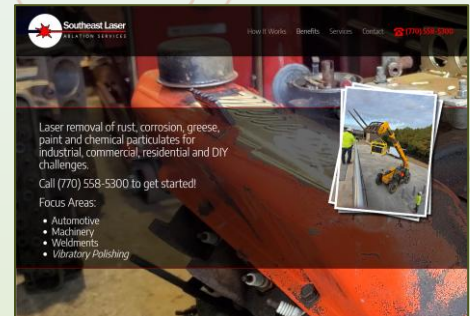
Intended audience and value

The service is designed for industrial manufacturers, restoration specialists, and fabrication facilities that require safe, precise, and efficient surface preparation and cleaning.

Southeast LAS provides a highly controlled, precise, and environmentally friendly alternative to traditional abrasive/chemical stripping.

Tools Used:

- Photoshop/Illustrator
- HTML5/CSS3
- Bootstrap5
- JavaScript
- Masonry Framework



Use-Case: JUMP! URL Shortener

Jump! URL Shortener

The Jump! URL Shortener is a web-based application that provides a centralized way to create and access shortened links for internal resources and applications.

Core capabilities

- Create concise, easy-to-share links for internal resources.
- Provide a consistent entry point for accessing Cox applications and webpages.
- Simplify sharing and remembering long URLs.
- Support organized navigation to frequently used company resources.
- Transfer shortened URLs one-at-a-time or in bulk.
- Manage URLs you create by editing, deleting, emailing, transferring ownership, or copying.

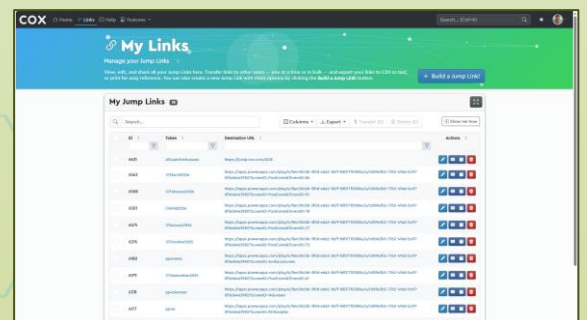
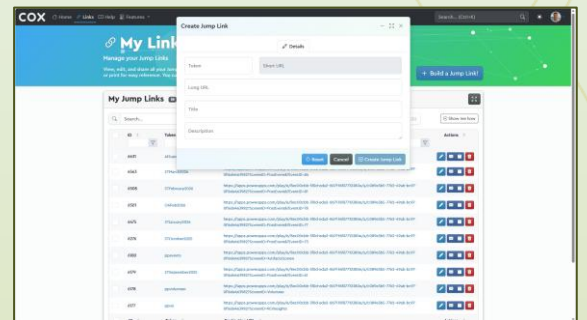
Intended audience and value

The service is designed for internal employees who share or access internal applications, tools, and webpages.

By turning lengthy URLs into simple links, Jump! makes company resources easier to distribute, recognize, and access.

Tools Used:

- Photoshop/Illustrator
- JavaScript
- HTML5/CSS3
- Bootstrap5
- Figma



Use-Case: Patriot Laser Systems

Patriot Laser Systems

Patriot Laser Systems is an industrial technology provider that supplies advanced laser ablation systems and automated precision welding equipment.

Core capabilities

- Deliver custom laser ablation solutions for surface preparation and contaminant removal.
- Design and integrate automated precision laser welding systems for production lines.
- Provide intelligent automation tools to streamline manufacturing workflows.
- Offer expert technical support, system maintenance, and operator guidance.
- Tailor laser processing equipment to meet specific client production requirements.
- Maintain high standards of accuracy, efficiency, and safety across all system deployments.

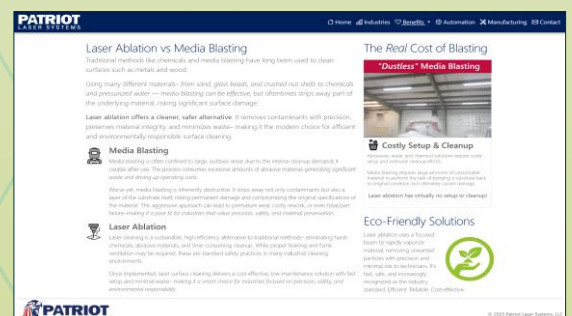
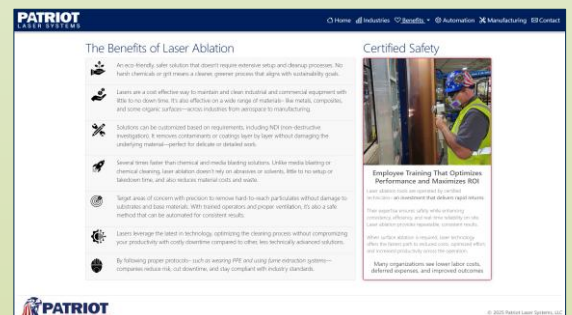
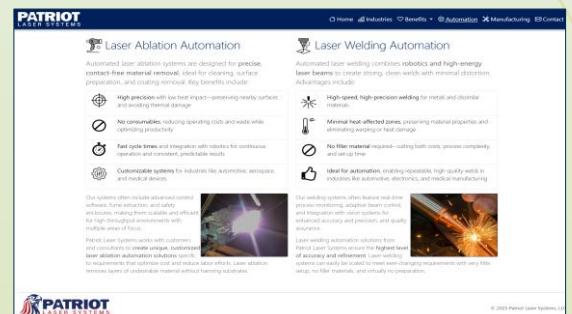
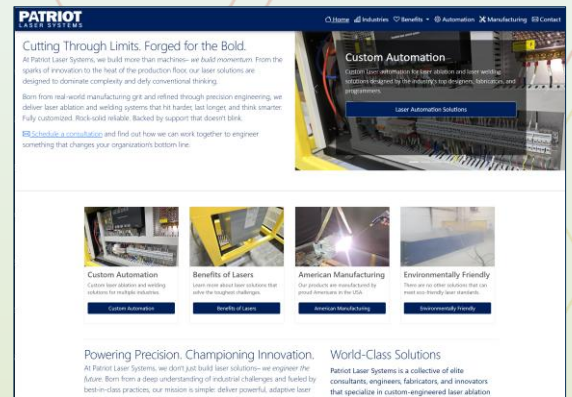
Intended audience and value

The service is designed for industrial manufacturers, engineers, and production facilities seeking reliable automated laser processing and cleaning solutions.

By replacing traditional methods with advanced laser technology, Patriot Laser Systems optimizes production efficiency, improves processing quality, and reduces operational downtime.

Tools Used:

- Photoshop/Illustrator
- JavaScript
- HTML5/CSS3
- Bootstrap5
- Figma



Use-Case: FE&O Inventory

FEO Inventory Power App

The FEO Inventory Power App helps technicians view and manage plant-slot availability. It provides a centralized way to identify slots that are available, empty, or blank, helping teams determine when a site visit may be necessary.

Core capabilities

- View plant-slot inventory in a centralized Power App.
- Identify *Available*, *Empty*, and *Blank* slots, allowing administrators to efficiently schedule field technicians to areas requiring attention.
- Support field teams in evaluating inventory status before dispatching.
- Help reduce unnecessary site visits (truck rolls) and customer-service delays.

Intended audience and value

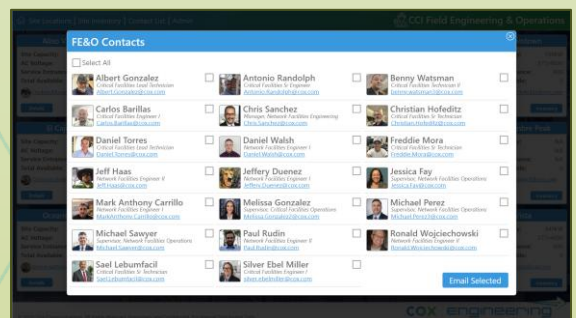
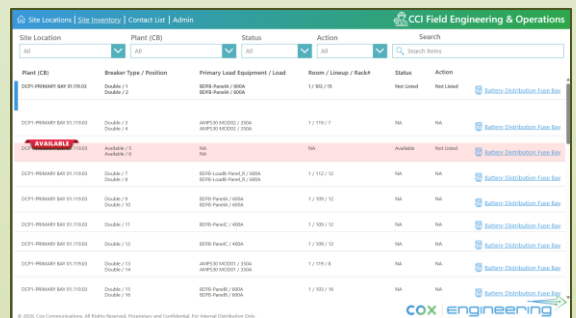
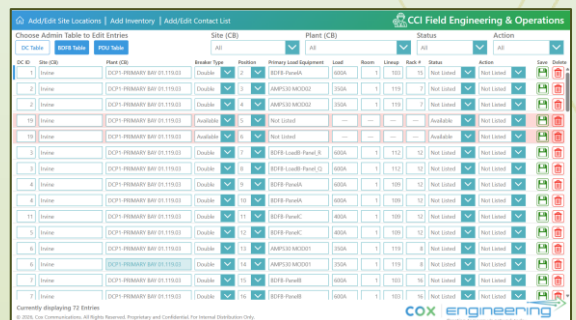
The app is designed for technicians and operational support teams who need visibility into plant-slot availability, site location information, site owner contact information, and all DC, BFDB and PDU status information.

The initialisms refer to costly direct current battery backup systems used to ensure city-wide outages are minimized and customers don't lose Internet access.

By making inventory status easier to review, FEO Inventory supports faster decisions, eliminates truck rolls, optimizes efficient field operations, and improves customer service.

Tools Used:

- Photoshop/Illustrator
- Power Apps/Power Automate
- HTML5/CSS3
- SharePoint
- Figma



Use-Case: PowerComms

PowerComms

The Power Communications (PowerComms) app provides a centralized way to create, customize, and manage branded communication templates. PowerComms replaces a costly third-party solution that requires per user licenses and annual fees.

Core capabilities

- Create and customize banners, tables, and email layouts.
- Adjust colors, fonts, and images to support branded communications.
- Save and reuse templates for recurring communications.
- Help standardize communication design and streamline content creation.
- Preview emails as they're being built to ensure layouts work in email clients
- Schedule emails to be sent in the future by date, hour, and minute

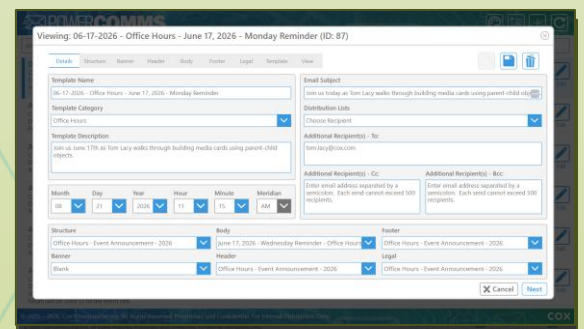
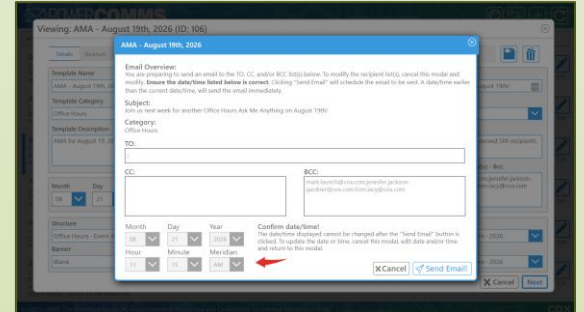
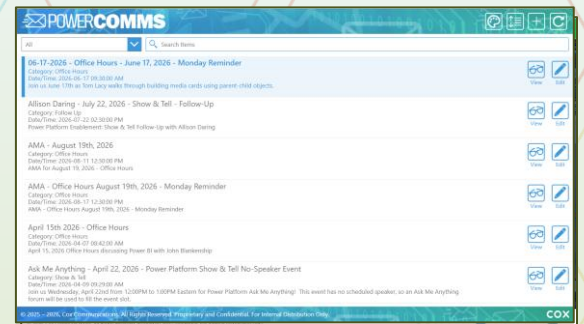
Intended audience and value

The app is designed for teams and employees who create internal communications, announcements, training messages, and other branded email content.

By combining flexible design controls with reusable templates, PowerComms helps users create consistent, professional communications more efficiently. Power Communications is a Canvas Power App used by enterprise-level teams for branded communications.

Tools Used:

- Photoshop/Illustrator
- Power Apps/Power Automate
- HTML5/CSS3
- SharePoint



Use-Case: Viva Engage Compliance

Viva Engage Compliance

The Viva Engage Compliance app provides a centralized way to monitor Viva Engage communities and manage compliance and cleanup activities.

It helps administrators identify inactive communities, review their status and activity, and determine whether communities should remain active or be removed.

Core capabilities

- View and filter Viva Engage communities by compliance and lifecycle status.
- Review community activity, ownership, membership, and analytics details.
- Add administrative notes and track decisions or follow-up actions.
- Support owner notifications, reminders, and keep-or-remove workflows for communities requiring attention.
- Help identify communities for removal when compliance requirements are not met.

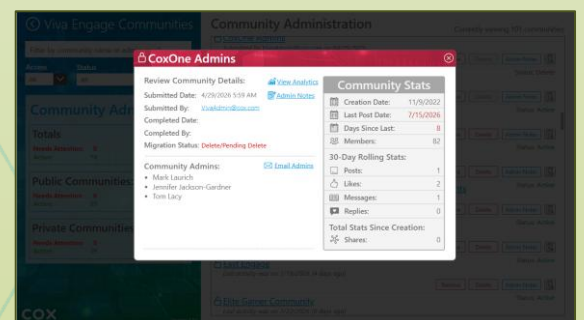
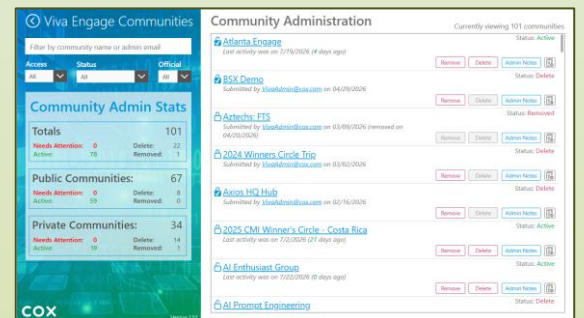
Intended audience and value

The app is designed for Viva Engage administrators, community owners, and teams responsible for collaboration governance.

By centralizing community reviews, compliance tracking, and cleanup decisions, Viva Engage Compliance helps keep communities active, relevant, and aligned with Cox governance practices.

Tools Used:

- Photoshop/Illustrator
- Power Apps/Power Automate
- HTML5/CSS3
- SharePoint



Logos



LONDON HAUS
Bespoke Automotive Restoration



launchpad
A Mobile Everything solution

Contact me for an interview!

Thomas Lacy

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EmailTom@YouNeedTom.com | (470) 465-0871

[LinkedIn.com/In/TomLacy](https://www.linkedin.com/in/TomLacy) | YouNeedTom.com

I'm looking forward to sharing
my three decades of experience!
Reach out today to get the
conversation started!



THOMAS LACY

UX/UI | Customer/Journey | Digital Design & Strategy

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EMPLOYMENT HISTORY

Sr Software Engineer, UX/UI Designer at C
August 2016 – Present, Atlanta

- Lead UX/UI design for enterprise apps improving employee productivity and engagement
- Facilitate Design Thinking sessions; create logos, presentations, and internal branding
- Build Power Platform interfaces, design internal tools like Jump URL shortener and GapAssist (collaboration alignment solution)
- Collaborate across teams to align design strategy with enterprise goals
- Facilitate multiple training and engagement events each month
- Lead communications designer/developer reaching as many as 5,000 unique subscribers weekly

Associate Manager, Solutions Engineering at Accenture
February 2013 – August 2016, Atlanta

- Designed and developed field technician tools (jQuery Mobile) that cut workforce needs by 50% via innovative automation solutions
- Created gamified sales app improving transparency and motivation
- Integrated image upload tools into CX Connect for quality assurance