Senior UI/UX Designer

FIVE PACK

Overview

A seasoned Senior Designer with a wealth of experience in guiding clients through the product discovery phase, understanding their objectives, and crafting solutions tailored to their target users. Their design expertise extends to the creation of proof-of-concept designs and advanced, interactive prototypes, which play a pivotal role in visualizing conceptual products. Their collaborative nature is evident in their close coordination with development teams, ensuring a seamless transition from design to implementation. They are primed to drive innovation and elevate user experiences in any project they undertake.

Skills

- Figma
- Adobe Creative Suite
- User Interviews & Usabilty Testing
- Information Architecture
- Wireframe & Prototyping
- Visual Design
- User-Centered Design (UCD)
- Core Problem Analysis
- Foundational Design Principles
- Interaction Design
- Problem Solving
- Communication & Collaboration

Experience

Product Design Lead

Five Pack
Jan 2019 - Present

- Working with clients during the product discovery phase to understand the problems they intend to solve and the users for whom they are solving.
- Serving companies, entrepreneurs, and startups by improving existing digital products and designing brand new products from the ground up.
- Delivering proof-of-concept designs and advanced, interactive prototypes to help visualize conceptual products.
- Working closely with development teams to ensure a smooth transition from discovery/design to actual implementation.
- Led and mentored a team of designers, while overseeing the design process of multiple products, from multiple industries, using multiple technologies.
- Contributing to the company marketing effort by creating multi-media designs for social media, company website, business logistics, etc.
- Design, R&D, and manage design systems for internal products; one of which recently earning a product feature from Apple's App Store.

UX/UI Design Lead

Five Pack (Contractor)
May 2013 - Dec 2018

- Worked directly with small, medium, and large-size clients on core problem analysis and designed native mobile and web product solutions according to UX/UI best practices defined by Apple's Human Interface Guidelines and Google's Material Guidelines.
- Interviewed and observed users to understand interaction habits and used the output to inform future product iterations.

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Experience (Continued)

Graphic Designer
Williamson Home
Jul 2011 - Apr 2013

- Created designs for products featured and sold by major retailers including Hobby Lobby, Gordmans, and Kirkland's.

Education

B.F.A Communication Design
Southern Illinois University
2007 - 2010