DEREK

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WORK EXPERIENCE

Apollo Lightspeed

● Lead UX Designer » SkilledUp.com » May 2014 – Current

Led design team responsible for relaunching SkilledUp site with a goal to help users get skills through online courses. We worked to achieve this by implementing a world-class search and merchandising engine.

- Acted as lead designer in charge of planning design sprints, prioritizing feature request and usability fixes, managing projects, and communicating progress across teams.
- Established the information architecture and sketched all page layouts and features for the new SkilledUp site, including various responsive viewpoints.
- Developed wireframes and clickable prototypes using Axure RP to support user testing and to convey UX flows of the site to the development team.
- Helped define user flows, interaction styles, and UI patterns and specifications.
- Developed final logo and overall brand guidelines for the new SkilledUp brand.
- Provided creative direction for a unique illustration style featuring characters and environments to evolve and shape the new brand voice and personality.
- Conducted Design Workshops with internal teams with a focus of identifying and articulating user needs and providing solutions to existing user pain points.
- Helped prioritize and execute A/B tests via Optimizely to increase user engagement and lead generation.
- Worked closely with the Marketing team to establish new lead generation flows and forms as well as email templates and campaigns.

● UI / UX Designer » Balloon.com » Feb. 2014 – May 2014

The new Balloon site was aimed to help users understand the importance of skills in relation to careers and provide courses to help them acquire needed skills.

- Worked collaboratively with the product team to create a new user experience by breaking down user goals and creating layouts to help easily achieve them.
- Redesigned the whole site in a three-month timeframe, including user testing.
- Played a major part in creating new user flows such as user registration, profile integration, newsletter signup, and career-to-skill-to-course flows.
- Introduced responsive design to optimize for tablet and mobile views.

● UI / UX Designer » Suze Orman 1on1 » Oct. 2013 – Feb. 2014

The focus on the new Suze course was to build awareness around the importance of handling your money responsibly and how to plan for the future.

- Worked closely with the product team to lay out a 12-chapter personal finance course that features a Cash Flow Tracker, Expense Tracker, and Trimming Tool.
- Collaborated with the client to implement her branding on the course, including conditional responses from Suze herself for each user to learn from.

ITA Group, Inc.

Lead Graphic Designer » Creative Services » Sept. 2010 – Oct. 2013

- Worked on over 100 programs that required a custom identity for each, most of which had a registration website and various collateral pieces.
- Oversaw each project from design-to-production including vendor management.
- Clients ranged from major tech companies to fortune 500 clients.

About Me

I have 6+ years of web design experience with a passion for brand development and love working with teams to achieve both user and business goals.

PROGRAMS

Design

- Photoshop
- Illustrator
- InDesign
- Axure RP
- MailChimp & Mandrill

Research & Data

- Google Analytics
- Optimizely
- UserTesting.com
- CrazyEgg

SKILLSET

Hard Skills

- Wireframing & Prototyping
- Web Design (with Responsive)
- Mobile Design
- Brand Development
- HTML/CSS
- MySQL

Soft Skills

- Teamwork
- Leadership
- Mentoring
- Project Management
- Writing Requirements
- Lean/Agile Methodologies

EDUCATION

Grand View University

August 2006 – April 2010

- BFA in Graphic Design & Graphic Journalism
- Minor in Marketing
- 3.8 Cumulative GPA

WHAT I LIKE

Music Golf Boston Celtics Dogs Outdoors

BRANDS I LOVE

Spotify CB2 MailChimp Speakeasy fitbit