

SUMMARY

Senior product designer with excellent visual, communication and collaboration skills. Well refined design process contributes to all parts of the product life-cycle; research, storyboarding, whiteboarding, wire framing, interactive prototyping, usability testing, design specifications, and product launch. Successful with planning, managing and prioritizing simultaneous projects on time and to a high level of detail.

SKILLS

- Ideation and storyboarding user scenarios
- Wire framing user flows, interactive prototyping
- Usability testing for data informed design solutions
- Capable with HTML5 and CSS3

EXPERIENCE

Senior Product Designer | Alaska Airlines – Airline Company | alaskaair.com

June 2017 – Present

Tools: Sketch, InVision, Adobe Creative Cloud

- Lead e-commerce product designer responsible for customer acquisition and retention within the Alaska loyalty program.
- Redesign of primary online acquisition channel to deliver a focused, simple design that satisfies stakeholders through a phased approach.
- Continuous research and testing, iterative release plan, design pattern expansion, UI specs, QA.

Lead UX/UI Designer | CDK Global – Automotive Digital Marketing | cdkglobal.com

December 2013 – June 2017

Tools: Adobe Creative Suite; Axure Pro

- Senior UX / product design lead on a 3-year product cycle to deliver a platform for device agnostic, responsive web sites to display world-class online showrooms across the US and internationally.
- Led direction of CMS, including information architecture, navigation, task flows and interaction models for the content configuration tool and theming system.
- Conducted iterative usability tests, managed design review of product builds.
- Created wire frames, prototypes, specifications, and redlines.

Senior UX Designer, Visual Designer | Amazon – Ecommerce Company | amazon.com

January 2013 – December 2013

Tools: Adobe Creative Suite; Axure Pro, Omniture

- Owning the user-experience and visual design for Amazon Services, including the marketing website, navigation system, reference pages, landing pages, marketing emails and design assets.
- Delivering data driven design solutions that optimize the user experience by identifying customer behavior via a/b weblab testing.
- Creating detailed project build deliverables for development teams (high-fidelity comps, image assets, redlines, design specifications).
- Designed and managed the development of a new site-wide navigation system that resulted in improving page discoverability, reducing page exits, providing scalability for future growth, and optimizing for search engines via a restructured page hierarchy. This high-profile project required aligning the goals of multiple stakeholders from all of the Amazon Services product teams.
- Designed an infographic used in global communications to announce the Amazon Marketplace launch in India. The infographic was well received by high-level international stakeholders with a portion used in the 2013 annual shareholder presentation by Jeff Bezos.

Visual Designer, Graphic Designer | Microsoft - Software Company | microsoft.com

May 2012

Tools: Adobe CS5.5 Photoshop and Illustrator, PowerPoint

- Contract in the Interactive Entertainment Business division of Microsoft to create visual design assets for the Entertainment Software Association's 2012 E3 Expo in Los Angeles, CA. The visual design assets were used in Microsoft's keynote speaker presentation.

EXPERIENCE

User Experience Web Designer, Graphic Designer | [Bodypoint – Ecommerce Company](http://bodypoint.com) | bodypoint.com

March 2011 – January 2013

Tools: Adobe CS5.5 Photoshop, Illustrator, InDesign, Dreamweaver and Flash, Drupal CMS

- Modifying the user-experience of the Drupal based ecommerce site and associated user interface framework, adding functionality via new Drupal modules, streamlining the site structure and product categories via wire-framing, taxonomy, prototypes and final graphics.
- Enhancing the design and usability of site pages, creating graphic design elements and managing content.
- Performing site usage analysis for SEO, researching and analyzing statistical data, creating reports for key members.
- Designing and implementing web-based ad banners and landing pages, tracking results via site analytics, creating reports detailing success and conversions of marketing campaigns.
- Creating product marketing print sheets and managing various graphic and marketing needs as they arose.

Designer, Co-Founder | [Tacky Smack – Ecommerce Company](http://tackysmack.com) | tackysmack.com

April 2008 – May 2011

Tools: Adobe CS4 Dreamweaver, Photoshop and Illustrator, Drupal CMS

- Key member responsible for the full cycle of business and consumer goods product development.
- Collaborating on the UX/UI design, visual design, brand strategy, content creation and site management using the Drupal CMS platform.
- Creating marketing strategies and ad campaigns based on statistical web usage data and tracking the results via analytics to determine conversion success rates.
- Managing the social media outreach programs, packaging and collateral design.

Web and Graphic Designer | [Matthew Bollen – Freelance Design](http://matthewbollen.com) | matthewbollen.com

May 2001 – April 2008

Tools: Adobe Photoshop, Illustrator, InDesign and Dreamweaver, Axure, Drupal and Wordpress CMS

- Stellar user-experience and visual design services for a diverse range of client websites
- Visual design comps for web and mobile applications
- Graphic design print deliverables focusing on marketing campaigns and product launches
- Coding in HTML5 and CSS3 for responsive design solutions

Interior Architect | [A Bollen Design](http://abollendesign.com) | abollendesign.com

January 1999 – March 2011

Tools: AutoCAD

- Interior Architecture space planning and design
- AutoCAD construction documents/blueprints

Interior Architect | [NBBJ](http://nbbj.com) | nbbj.com

April 1994 – January 1999

Tools: AutoCAD

- International Interior Design and Architecture firm headquartered in Seattle, WA. My role was with the Retail Studio designing stores for clients such as Polo Ralph Lauren and Gameworks. Additional responsibilities included creating AutoCAD construction documents, materials and finishes specifications, and roll-outs of conceptual plans into national programs.

EDUCATION

Colorado State University

May 1994

Bachelor of Science in Interior Design

School of Visual Concepts - Seattle

Level II User Experience

Level II HTML5 and CSS3

Wizards of Whiteboarding

Designing with Data