

## Senior UX/UI Designer

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Seasoned, versatile Senior Designer with extensive experience in product development, production and mobile / website design. Possess demonstrable aptitude for seamlessly combining innovation with new and emerging technologies to deliver unique user experiences at distinguished organizations. Adept at integrating design, marketing, and editorial ideas to execute technical specifications. Analytical, solutions-driven professional with capacity to facilitate training and collaborate with multiple teams.

### Areas of Emphasis

#### *UX / UI:*

- A/B Testing
- Affinity Mapping
- Card Sorting
- End-User Testing
- Information Architecture
- Mobile Design

- Product Design
- Responsive Design
- Usability Testing
- User Experience
- User Journeys
- User Personas

#### *Development:*

- Agile / LEAN
- Android Materials Library
- Apple iOS HIG
- CSS 3
- HTML 5
- JavaScript

## Professional Experience

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*Turransky, LLC – Aurora, CO*

### Owner 2016 - Present

Direct all aspects of UX firm specializing in provision of bespoke advertising and publishing solutions for small businesses. Collaborate with customers throughout project design and development lifecycle to ensure execution according to client brief. Research and perform prototyping to evaluate new concepts and solutions.

- Design of the Dice iOS and Android "Dark Mode", which has resulted in a 15% increase of user traffic over the first quarter since its release.
- Redesign of the eFinancialCareers "Native Advertising" experience which within 1 year created a new \$50k residual income stream.

*VML – Kansas City, MO*

### Senior UX Lead, 2015 to 2016

Spearheaded enterprise-level projects throughout software development process. Devised overall strategy comprising usability, function, features, and customer experience. Formulated roadmap to identify and develop new opportunities, conduct analysis on existing products and deliver systems architecture-grade solutions. Implemented solutions to fulfil client requirements with enhanced reusability and extended shelf life.

- UX Architect for Ford's "Owner" mobile iOS app.
- UX Director of the J.G. Wentworth's first, responsive, mobile-ready site design.

*Interactive Advertising Bureau – Denver, CO*

### Senior UX Lead, 2014 to 2015

Lead team member accountable for establishing the production of source code and support materials to advance industry adherence to technical standards and specifications. Offered technical leadership and mentorship to staff; nurtured culture of accountability, innovation, and team building.

- Co-founder of the IAB's Tech Lab; a consortium of industry leaders that focus on solutions for brand safety, ad fraud; consumer privacy and ad experiences. Members include CBS Interactive, Facebook, Google, Hearst Digital Media, LinkedIn, Microsoft, Oracle, Quantcast, The Trade Desk, and Twitter.

## **Senior UX Designer, 2009 to 2014**

Supervised analysis, technical design, and ongoing amendments to site architecture, fundamental software components, processes, tools, and methodologies.

- Oversaw redesign of 100+ web sites across five CMSs in which 30 developers created common, reusable code libraries, unit tests, and automated build processes integrated across all company subsidiaries.
- Architected and handled migration of more than 6500 ad campaigns from Yahoo APT to Google DFPP through creation of custom middleware to translate company's API calls into the other's.

### *Additional Experience*

## **Senior UX Designer at USA Today, 1996 to 2008**

- Boosted user registration to 380% and site visitors by 21% by utilizing social media APIs, AJAX, and advanced page loading methods; collaborated with multi-disciplinary teams to deliver high-quality user experiences which mirrored brand identity and pushed technical boundaries.

## **Senior UX Designer at The Washington Post, 1994 to 1996**

- Co-designed first Washington Post website and developed first internal Content Management System to automate hourly site publishing.

## **Educational Background**

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- **Massachusetts Institute of Technology (1993)** • M.S., Media Arts and Sciences
- **Utrecht School of the Arts (1991)** • Exchange, Image and Media Technology
- **University of Massachusetts at Amherst (1990)** • B.F.A., Computer Graphics

## **Awards**

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- **Design** - Communication Arts • The Communicator Awards • The Seattle Show
- **Advertising** - The Davey Awards • Service Industry Advertising Awards
- **Publishing** - Editor & Publisher EPPY Awards • American Society of News Editors

## **Technical Proficiency**

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- **UI/UX** - Adobe Creative Suite • Balsamiq • InVision • Microsoft Office • Sketch • Usabila • UserTesting.com
- **Development** - Apache, Emacs, GitHub, JIRA, MySQL, Node.js/npm/Grunt, Visual Studio Code, XCode