stu young Lead User Experience Designer

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summary

I strive to design clean and simple websites, web apps, and mobile apps which leave users with a superior experience. I conduct user research and utilize standard design principles to understand and solve design problems.

experience

Guaranteed Rate Senior UX / IU Designer Chicago, IL (7/18 – present)

User Research

* Conducting user research with Loan officers to better understand their existing problems and help figure out ways to make them more effective
* Created a user journey for Loan officers based off that research
* Created surveys to better understand the needs and concerns of Loan officers

Wireframes & Prototypes

* Create wireframes and prototypes for responsive web app
* Present work to CEO, leadership, and dev team
* Conduct usability testing for new features

Visuals

* Design new features for responsive web app
* Create app icons on splash screen
* Design internal marketing site

Leadership

* Presented "How to Conduct User Research" presentation to Product & Design teams
* Presented "Wireframing and Prototyping" presentation to Product & Design teams
* Presented "Product Definition" presentation to Product & Design team
* Organized UX team meetings
* Researched & organized meetings to select User Testing software vendors

IA Collaborative Senior Interaction Designer (freelance) Chicago, IL (2/18 – 6/18)

Multinational courier delivery services company - Web-based application

* As part of team, conducted onsite user research
* Utilized user research to design a large portion of screens with a goal to increase transparency, flexibility, and control
* Participated and at times lead client review sessions
* Moderated a majority of sessions during user validation testing sessions

Upshot User Experience Lead / Senior User Experience Designer (freelance) Chicago, IL (8/17 – 2/18)

LiftMaster - eCommerce redesign

* Lead UX portion of Discovery phase
* Designed a large portion of responsive screens including mega menu navigation, category pages, and product pages

Chamberlain - eCommerce redesign

* Lead UX portion of Discovery phase
* Designed a large portion of responsive screens including mega menu navigation, category pages and product detail pages

Corona - Mobile app campaign design

* Designed mobile wires for Feliz Navidad holiday campaign

Patak’s - Website Redesign

* D​esigned responsive screens for product listing and recipe page

Wholesome Sweeteners Inc. - Website Audit

* P​erformed UX audit of both website and eCommerce site
* Analyzed the following categories: Home page, Ease of navigation, Products, Cart & Checkout, Company pages, Educational pages, Newsletter signup, Mobile readiness, Search Usefulness, Content, Layout & Visuals, Help & Feedback, and Form usability
* Designed audit deliverables
* Presented findings to client
* My recommendations resulted in significant growth in their eCommerce sales

Transport Tech Lead User Experience Designer (freelance) Chicago, IL (3/17 – 6/17)

Transport Tech – Web Application

Lead the user experience effort to make it easier for customer service reps to do their jobs. In a short amount of time, I was able to conduct extensive research, design a user journey for customer service reps and then design a new experience, which would not only increase customer service reps efficiency, but also provide ways for trucking companies to increase revenue.

Accomplishments

* Conducted user research (contextual inquiry as well as user interviews)
* Diagrammed process flows
* Designed user journey

Built interactive wireframes

* Dashboard which helped user accomplish their tasks faster and make easier for them to plan their day
* Work order wizard to make it faster for CSR's to enter their work orders
* Micro interactions

Usability testing

* Created tasks
* Conducted testing and received very positive feedback
* Incorporated findings into designs

Marsh ClearSight Manager of User Experience (freelance) Chicago, IL (3/16 – 2/17)

Lead

* Created and implemented UX process into existing development process
* Lead weekly meeting to improve company-wide communication
* Worked closely with UX team members to lead, support and help them grow
* Assigned UX team members tasks and reviewed these tasks to ensure they completed properly
* Educated teams about UX is as well as how to conduct user research
* Communicated changes made to teas as well why they were made
* Worked closely product managers, business analysts, developers, and QA team

Discovery

* Lead kickoff meetings to ensure everyone understood the project’s purpose
* Conducted heuristic evaluations to determine what areas needed the most improvement
* Conducted user interviews to better understand customers viewpoints
* Performed contextual inquiry to observe users carrying out tasks in their natural environment

Design

* Designed and developed UX site which consisted of: UX projects and deliverable listing, pattern library, and user roles
* Created process flows which diagrammed both current and recommended flows to automated processes and improve communication
* Designed responsive wires for various clients including dashboards to help direct users to their most important tasks
* Standardized wireframe templates
* Conducted usability testing to see what users were doing well and what improvements were needed
* Provided art direction while working closely with visual designer to solve customer pain points as well as improve overall application’s aesthetics

Test

* Reviewed code to ensure it functioned as it was intended to as well as look as it was supposed
* Verified code to ensure applications followed the W3C accessibility guidelines

Blast Radius Senior User Experience Designer (freelance) Chicago, IL (11/15 – 2/16)

Reynolds Kitchens

Lead discovery tasks including creating stakeholder questions and conducting stakeholder interviews, conducting heuristic evaluation and competitive analysis for reynoldskitchens.com.

OptionsHouse

Lead discovery tasks including creating stakeholder questions and conducting stakeholder interviews, conducting heuristic evaluation and competitive analysis, and designing sitemap and wireframes for OptionsHouse customer welcome center website.

Roche Sequencing

Lead discovery tasks including conducting heuristic evaluation and competitive analysis for Roche Sequencing.

Avanade Lead User Experience Designer (freelance) Chicago, IL (6/15 – 11/15)

Metra

Working as a Lead User Experience Designer on the redesign of Metrarail.com was responsible for leading the information architecture, modifying copy to make the content more user friendly, creating wireframes, and defining user interaction for Metra's soon to be launched responsive website.

CCC Information Services Lead User Experience Designer Chicago, IL (8/11 – 6/15)

Working as a Lead User Experience Designer I am responsible for creating positive user experiences for websites and mobile applications. My major responsibilities include conducting user research, designing and developing information Architecture and user interaction, creating user flows and wireframes, building prototypes, and designing visuals. I have worked on a wide variety of projects including: Carwise.com, Mobile Estimating iPad Application, FNOL iPhone Application, and Next Generation Portal Design.

The Oprah Winfrey Information Architect (freelance) Chicago, IL (8/10 – 8/11)

The OWN Director of Product Development brought me onboard to gather and translate business and product requirements into a compelling user experience. I worked on a wide variety of projects including: OWN, OWN Show pages, Your Own Channel (YOC), Community section, My Profile, Newsletter Registration, and Finder.

Viewpoints Network User Experience Manager (freelance) Chicago IL (1/10 – 8/10)

Sears.com - Write a Review Form Redesign

The Write a Review form on Sears.com lacked simplicity as was causing user errors. As the lead UX, spearheaded the effort to redesign the form, created html prototypes and user tested design to ensure it was more usable, and then created the visual design while adhering to Sears.com style guide. The redesigned form resulted in a much higher conversion rate as well as far fewer errors for customers and can be viewed at <http://tinyurl.com/2elku2y>.

Sears.com - Shoe Verticals

Sears was seeking a way for users to post question and write reviews on their rebranded shoe verticals section of their site. I designed interactions to seamlessly integrate Viewpoints’ Reviews and Ratings widget onto Sears.com. I worked with the Sears’s product and UX team, front end and backend developers to ensure feasible. Also designed Admin screens to ensure 3rd party content editors could easily add, edit and delete content.

MySears.com – Blogs Redesign

Sears wanted to redesign its blogs section of their site to give it a more magazine layout feel. Under a very tight deadline I was able to please Sears by producing multi-category level wireframes in the magazine format they requested.

MySears.com – Store Page Redesign

Sears wanted to redesign its store pages to be able to features news and event updates for each store. Working as the lead UX, I designed the user interaction while working within our admin system limitations as well as delivering under very tight deadline. (Example: <http://tinyurl.com/2aoovbk>).

MySears.com – Social Pages

Sears was seeking to tweak their existing social pages. Instead I proposed redesigning the page to better group and arrange the items on the page. I created wireframes and worked with visual designer to ensure the vision was carried over into design which is live at [mysears.com/social](http://www.mysears.com/social).

Viewpoints.com Questions and Answers Product

I helped design a module to go on both Viewpoints.com as well as the platform for users to ask questions and receive answers from other community members on various products and services. I worked with Product management to understand scope and with frontend and backend developers to discuss interactions and understand the potential limitations. I designed wireframes for product pages and category pages and then collaborated with visual designers to ensure the user experience was consistent with other products.

Social Sharing

I designed a way for consumers to share their reviews with social media outlets such as Facebook and Twitter. I worked directly with the product manager as well as frontend and backend developers to brainstorm interactions and create an ideal solution. I then created wireframes to describe detailed scenarios when sharing a review with other social networks.

Reviews & Q&A Widget

Viewpoints was creating a way to implement its read and write product reviews module as well as ask and answer questions modules seamlessly onto client’s websites. I worked directly with product management to define scope and with frontend and backend developers to brainstorm interactions and create an ideal solution. I also created wireframes to draw up potential scenarios where our widget would get integrated. Then created usability test and provided recommendations as to which features users found helpful.

Viewpoints.com Product Moderation Queue

I was responsible for creating the interaction design for proprietary software tool called the PMQ. This tool was introduced to help Administrators to identify duplicate and unmapped products on Viewpoints.com. To successfully accomplish this I interviewed actual tool users to discover their current process, their needs and their desires. I then strategized with frontend and backend developers to discuss interactions and design the ideal solution. (HTML Prototype: <http://tinyurl.com/2aoovbk>).

BeStung.com Owner & Lead User Experience Designer (freelance) Chicago, IL (3/06 – Present)

CashMax – Website Designer/Frontend Developer

Created wireframes and then designed the look and feel to create an online presence for CashMax. In addition was responsible for hand coding this XHTML 1.0 Transitional website using valid and accessible HTML, CSS, and SSI. Then migrated the code into Dreamweaver templates to more easily reuse the code as well and ensuring the site was easier to update.

Allstate – Website/Interface Designer

Selected to work as a visual designer with Allstate’s User Experience (“UX”) team as well as nationally recognized Adaptive Path team to create a simple-to-use prototype and then build the web-based application for Independent Insurance Agents based on the finding of the prototype. During prototype phase was responsible for conception of ideas, presenting concepts, migrating visual comps to CSS and HTML code, incorporating usability findings in look and feel of applications. During the build phase was the lead designer responsible for designing mockups based on wireframes and working with developers to easily build the application. (Not public, but screens can be provided).

Orbitz – Concept Designer

Worked with the Research and Development team for a three month period during which time was responsible for coming up with high level ideas, creating wireframing, and designing a high fidelity prototyping for “new search” concepts. (Not public, but screens can be provided).

CCR Investments, Inc. – Lead Website Designer

Managed engagement, designed interface and created navigation for [ccrinvestments.com](http://www.ccrinvestments.com/) in very short two week period.

A.J. Demor & Sons, Inc. – Lead Website Designer

Managed engagement, designed interface and navigation, and coded [ajdemor.com](http://www.ajdemor.com).

Management Innovation, Inc. – Lead Interface Designer

Designed a simple way for condo associations to manage their properties and can be viewed at [bestung.com/work/MII](http://bestung.com/work/MII) and [bestung.com/work/MII/members.shtml](http://www.bestung.com/work/MII/members.shtml)

Blackwell Consulting Lead User Experience Designer Chicago, IL (4/07 – 10/09)

The Chubb Corporation – Lead User Experience Designer

Worked on a very tight, two-week deadline to create wireframes and visual designs to help the Chubb team visualize what their new financial system could potentially look like. (Not public).

Kraft Foods Inc.: Global Procurement Portal – Lead User Experience Designer

Client had recently redesigned and redevelopers a global portal, but the global design did not include a roadmap for each individual group to build its own site. Responsible for reorganizing the site content, designing the look and feel, and coding this portal site using HTML, JavaScript and CSS. (Not public).

Kraft Foods Inc.: IS Tools & Services Intranet Portal – Lead User Experience Designer

Client had recently redesigned and redevelopers a global portal, but the global design did not include a roadmap for each individual group to build its own site. Responsible for organizing site content, creating user testing scenarios, user testing preliminary designs to see and hear what users thought, establishing an information hierarchy consisting of 4 levels to the site, designing the look and feel, and coding the portal using HTML, JavaScript and CSS. (Not public).

Kraft Foods Inc.: Innovate with Kraft – Lead User Experience Designer

Client had seen decline in new idea submissions as well as the wrong types of submission. Redesigned the [innovatewithkraft.com](http://www.innovatewithkraft.com/) to provide a more professional appearance and revamped the content to ensure the site’s purpose was clearer to users.

PepsiCo: Diversity and Inclusion Portal site – Project Manager and HTML/CSS Developer

Client wanted a sleek new functional layout for its Diversity and Inclusion Portal. This time-sensitive initiative will make the PepsiCo D&I site more visually appealing and interactive. Responsible for overall Project Management, documented and executed overall and detail project plans, monitored and report projected performance, and coded HTML and CSS. (Not public).

Kraft Foods Inc.: Kraft Diabetics – HTML/CSS Developer

Client wanted to implement Registration functionality on the KraftCanada.com Diabetic site in both English and French. Responsible for coding static page templates (HTML/CSS) in both French and English and consisting of pages with and without error messages. Tested and fixed application bugs to ensure [kraftbrands.com/cdndiabetesreg](http://www.kraftbrands.com/cdndiabetesreg) worked in 4 main browsers, IE6, IE7, Firefox 2.0, and Safari 3.0.

Kraft Foods Inc. – Kraft Receipt by Email – HTML/CSS Developer

Client created an email marketing campaign and needed the design coded. Responsible for coding static page templates (HTML/CSS) in both French and English and consisting of pages with and without error messages. Tested the application and fixed bugs to ensure [kraftbrands.com/cdndiabetesreg](http://www.kraftbrands.com/cdndiabetesreg) worked in four main browsers, IE6, IE7, Firefox 2.0, and Safari 3.0.

Kraft Foods Inc. – Front End Developer

Converted the current [KraftFoods.com](http://www.kraftfoods.com/) site from its current Microsoft Content Management System (MCMS) platform to the Global Web Solution (GWS)/ Content Management System (CMS) Platform as well as implement a site redesign.

Allstate: User Experience Architect (UXA) Team – User Experience Architect (4/07 – 08/07)

Selected to assist the UXA team with various projects, as well as sell the need of UXA practice development to the team’s manager.

User Experience Team Practice Development

Led the effort of strengthening the UXA team by creating a detailed team development plan consisting of four main areas: marketing, storage, standards, and process. To accomplish the tasks I designed and developed UXA team website, helped team define team document storage process, began developing web based style guide, helped build UXA methodology to integrate into Allstate Financials team methodology.

User Experience Project Work

Worked on various projects while performing the following tasks: created help documentation for electronic signature rollout, interviewed users to identify their needs for a policy status page, designed wireframes to present to the business, built a clickable prototype to be tested by users for initial payment screen, wrote usability testing script and performed user testing on clickable prototype, analyzed test results, and prepared usability findings for business.

Hostway Corporation Senior User Interface Designer Chicago, IL (3/06 – 4/07)

Site Control NG – Senior User Experience Designer

Hostway, the nation’s largest hosting provider, was looking to redesign and redevelop Site Control, their web based control panel. Led a nearly one-year intensive process to design the user experience for the control panel which was to be used as the model for all franchise control panels. Tasks included project planning, stakeholder interviews, user research, and conducting competitive analysis. As a result of this analysis, the applications information architecture was reorganized. Then process flows as well as high fidelity wireframes were created to help create a better user experience. CSS and HTML code was simultaneously created to provide developers with all necessary details to build .jsp. Additional responsibilities included designing the application’s look and feel. (Site live, but requires authorization).

BroadXchange – Lead User Experience Designer

Utilized Photoshop as well as CSS Web Standards to ensure the user interface for this Virtual PBX phone system was simple and easy for users to operate. (Not live, but screens can be provided).

BRONNER GROUP, LLC Lead User Experience/Web Designer Chicago, IL (08/00 – 04/05)

Bronner Group.com – User Experience/Web Designer

Designed a new user interface, coded, and helped to reorganize [bronnergroup.com](http://www.bronnergroup.com) to better brand Bronner’s main focus areas.

Clean Air Counts – User Experience/Web Designer

Managed engagement, focused strategy, designed user interface, organized site information architecture, performed individual usability testing, and coded HTML for [cleanaircounts.org](http://www.cleanaircounts.org/).

City of Chicago Office of Emergency Management & Communications – Lead Web Designer

Managed project, designed user interface, organized information architecture, and performed usability testing for Chicago’s Emergency 911 center.

Chicago Public Schools: Chicago Online Skills Assessment (COSA) – Lead Web Designer

Designed interface, created site flow, and performed usability testing for [http://cosa.cps.k12.il.us](http://cosa.cps.k12.il.us/).

NDS Computer Training Center – User Experience/Web Designer

Responsible for user interface, usability testing, and information architecture for [ndstraining.com](http://www.ndstraining.com/) which easily allowed City employees to view and register for classes.

City of Chicago Business & Information Services (BIS) – User Experience/Web Designer

Designed look and feel, created site architecture and coded BIS intranet site which allowed employees to share and access pertinent information real-time. (Not public).

City of Chicago Department of Zoning – Lead Interface Designer

Designed user interface, created site layout, selected color scheme and create icons for the City’s ArcIMS interactive zoning map located at <https://gisapps.cityofchicago.org/zoning/>.

City of Chicago Department of Housing – Lead User Experience/Web Designer

Responsible for project management, client consultation, strategy formulation, site information architecture, user interface, and coding to ensure site was clean and simple to navigate. (Not public).

Illinois Department of Transportation – Lead Web Designer

Created over 20 websites for various Small Business Enterprises (SBE’s) including: [christywebber.com](http://christywebber.com/), [alvarezcorp.com](http://alvarezcorp.com/), and [chicagoarchitecturalmetals.com](http://chicagoarchitecturalmetals.com/).

Illinois Department of Public Health – Lead Interface Designer

Designed user interface for interactive web based survey. (Not public).

Department of Children and Family Services – Lead User Experience/Web Designer

Managed project, created visual design, and organized information architecture for largest state child welfare agency in the United States. (Not public).

United Learning Centers – Lead Website Designer

Managed, art directed, designed and coded [unitedlearningcenters.com](http://goo.gl/oqWNs).

employment history

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| --- | --- | --- |
| IA Collaborative | *Senior Interaction Designer (freelance)* | 2/18 – current |
| Upshot | *UX Lead / Senior UX Designer (freelance)* | 8/17 – 2/18 |
| Transport Tech | *Lead UX Designer (freelance)* | 3/17 – 6/17 |
| Marsh ClearSight | *Manager of User Experience* | 3/16 – 2/17 |
| Blast Radius | *Senior UX Designer (freelance)* | 11/15 – 2/16 |
| AVANADE | *Lead UX Designer (contract)* | 6/15 – 11/15 |
| CCC information services | *Lead User Experience Designer* | 8/11 – 6/15 |
| The Oprah Winfrey Network | *Lead Information Architect (freelance)* | 8/10 – 8/11 |
| Viewpoints Network | *User Experience Manager* | 1/10 – 8/10 |
| BeStung.com | *Owner & User Experience Designer* | 8/02 – current |
| Hostway Corporation | *Senior User Interface Designer* | 3/06 – 4/07 |
| Bronner Group, LLC | *Lead Web Designer* | 8/00 – 4/05 |
| Magnitude Network | *Designer/Consultant* | 6/98 – 8/00 |
| Nolan Recruitment Advertising | *Account Coordinator* | 3/97 – 4/98 |

expertise

|  |  |  |
| --- | --- | --- |
| **Information Architecture**   * Requirements Gathering * Business Processes Analysis * Site Maps * User Flows * Wireframes * Copy Writing * Content Inventory | **User Research**   * Stakeholder Interviews * User Interviews * Contextual Interviews * Competitive Analysis * Heuristic Evaluations * Prototyping * Usability Testing | **Visual Design**   * Image Creation * Art Direction * Concept Development * Image Optimization |
|  |  |  |
| **Project / Client Management**   * Project estimating * Timely completion within budget * Leading design process * Communicating with clients & team * Client & Stakeholder satisfaction | **Technical**   * W3C complaint HTML & CSS * JavaScript (basic modification) * Templates creation * Source control * Accessibility Testing |  |

education

DePaul University Institute for Professional Development Chicago, IL (9/99 – 11/99)

Completed with honors a 10-week intensive program covering Web design, page layout, site architecture, typography, color, imagery, HTML and DHTML and JavaScript

Zdnet.com Adobe Photoshop Class (7/99 – 8/99)

Indiana University Bloomington, IN (8/92 – 5/96)

Bachelor of Science, School of Health, Physical Education and Recreation; Journalism minor