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Professional Experience

UX Designer – Stillwater Insurance Group – Omaha, NE* – 2017 to 08/2023
***I am currently located in Los Angeles and worked remotely for Stillwater Insurance Group*

- Designed agent portal (FIRST) user interface. FIRST is a platform for independent agents to quote policies and manage existing policies.
- Conducted usability testing with independent agents during the design process for FIRST.
- Created and maintained a design system for all Stillwater digital products.
- Led UX/UI design for the direct to consumer campaign which involved a complete redesign of marketing and transactional domains.
- Conducted competitive analysis to determine MVP features for a variety of Stillwater UX projects.
- Designed mobile and web experience for Unified Quoting Platform project, which is a agent-specific method for managing several sold and pending policies.
- Assisted with QA testing during development phases of all digital products.
- Designed mobile and web experience for FNOL (First Notice of Loss) claims for consumer.

UX Designer / Analyst – First National Bank – 2011 - 2016

- Negotiated technical requirements with product owners, developers, and project managers to determine interaction pattern guidelines, extent of usability testing, and scope of interactive prototypes.
- Created user journey maps with input from product owner, project manager, and business analysts.
- Created interactive prototypes for usability testing, business unit approval of design and developer analysis
- Partnered with business analysts and product owners to create low-fi mockups, wireframes, and interactive prototypes.
- Wrote and developed tasks (use case scenarios) to be tested through vendor (usertesting.com), analyzed results and made design recommendations based on results.
- Conducted in-house usability testing to determine design patterns for complex interactions within the banking and credit card domains.
- Conducted interviews with customers to distill use patterns for qualitative analysis and persona development
- Researched competitor products and UI design trends.
- Assisted in QA testing, regression testing and validating production releases.
- Utilized Adobe Analytics for quantitative analysis to determine conversion and acquisition metrics.
- Utilized TeaLeaf for qualitative analysis to determine break points in customer conversions.

UI Designer - First National Bank – 2010 – 2011

- Front end web development (HTML & CSS), primarily for marketing efforts related to the redesign of consumer banking and credit card domains.
- Troubleshoot bug tickets and implement code fixes.
- Assist in story pointing UI work for features and user stories.
- Designed hero banners for various campaigns (credit card offers, FNBO sponsored events, etc.).

UI Designer/Developer - Orthopedic Marketing Group - 2007 - 2009

- Designed and developed websites for orthopedic hospitals.
- Created sites for future content management using Drupal and Joomla.
- Oversaw and managed the development of an online tool that enhances client SEM by switching online appointment phone numbers with special 800 phone numbers on a client website which could be tracked and analyzed. With this tool, clients are able to know exactly how customers are searching for their business and which search terms are most profitable.

Toolbox

- Figma, Adobe XD, Sketch, Adobe Creative Suite, Axure RP 9, HTML/CSS, Adobe Analytics

Education

- **Art Center College of Design, Pasadena, California –** BFA, Illustration
- **University of Nebraska - Lincoln, Nebraska –** BA, Political Science

References

- **Dean Dreher** - VP of IT, Stillwater Insurance - (402) 880-9768, **dean.dreher@stillwater.com**
- **Dawn Boston -** VP Marketing, Stillwater Insurance - (440) 867-1233, **dawn.boston@stillwater.com**
- **Brian Lee -** Sr. Software Engineer, Capstone Technologies **-** (402) 972-7566, **y2brianlee@gmail.com**