

Summary

I help businesses, organizations, and individuals to discover and implement powerful ideas through seamless user-experiences for *web*, *mobile apps*, and *end-to-end design*. With my 5 years of UX Design experience from small-business to enterprise-level projects, I also have 6 years of experience in Content Strategy & Marketing Communications. For those 11 years, I have had the pleasure of working with diverse teams both large and small.

I regularly publish articles in several industry magazines, write reviews of UX learning resources, and share my experiences with the wider design community.

Skillsets

UX (5+ Years)

- User-Centered Design Strategies
- UX Research & Analysis
- Personas & Empathy Mapping
- Experience & User-Story Mapping
- Card-Sorting & Tree-Testing
- Information Architecture (IA)
- Content Strategy
- User-Flows & Concept Sketching
- User-Interface (UI) Design
- Wire-Framing & Prototyping
- Usability Testing

Software (8+ Years)

- Photoshop, Illustrator, InDesign
- Acrobat, Premiere
- OmniGraffle, Sketch
- InVision, Axure, & Zeplin
- Microsoft Office Suite
(*Word, Excel, Powerpoint*)
- Apple Keynote
- Google Analytics
- Wordpress CMS
- Social Media Management
(*Buffer & Hootsuite*)
- Mailchimp Email Management
- JIRA Task Management
- Confluence Library

Languages (2 Years)

- HTML 5
- CSS 3 / Sass
- Javascript/jQuery
- Bootstrap
- HTML Email Design

Experience & Results

UX Research & Design
(April 2018 – November 2018)

Morgan, Lewis, & Bockius LLP

Scope Roles: *Web/App Design | UX Research | Content Strategy | UX Strategy Development*

- Completed design work for several critical projects; successfully completed work on a \$12M industry-standard eData discovery system, and company-wide emergency contact app ([view project](#)).
- Implemented user-research and analytics-based research strategies for redesign efforts; synthesized results to uncover use-cases for over 3,700 employees across 30 international offices.
- Worked with diverse teams to discover and solidify project requirements, design solutions, and implement solutions with developers; introduced story-mapping, wireframes, and prototypes to add value to project development.

UX/Content Strategy Consulting & Skill Upgrades

Freelance Consulting

(June 2016 – Dec. 2017)

Scope Roles: *Web/App Design | UX Research | Content Strategy | Front-End Web Development | SEO/SEM Technical Copywriting*

- Completed intensive, mentor-driven UX Design program via Springboard online platform; created responsive web design project for Toronto Community Housing ([view project](#)).
- Completed several content strategy contracts; developed user-targeted content for several clients (i.e. major online classifieds provider, SEO agency, creative agency).
- Completed Web Design course via Treehouse online platform; acquired fluency in front-end design technologies (HTML, CSS, jQuery, Bootstrap).

JFDL Hospitality Group

User/Customer-Experience (UX/CX) Design

(July 2013 – Dec. 2015)

Scope Roles: *User-Research | Strategic Planning | UX Design | Content Strategy | User-Testing*

- Developed Lean UX end-to-end strategy in line with business objectives; designed in-house and external customer touch-points to achieve those goals ([view project](#)).
- Established a new core business strategy, project scope, and brand style-guide; increased sales 31% (\$1.6M to \$2.3M) in the first 18 months.
- Built and mentored management team; drastic increase in staff morale and measured customer satisfaction.
- Designed website and social media program; established advertising and customer feedback channels for continued design iterations of customer-experience.

BlackFly Mobile/Burn Media

UX Design & Content Strategy

(Sept. 2011 – July 2013)

Scope Roles: *User-Research | Responsive Web Design | UI Design | User-Testing | Visual Design*

- Designed and developed content strategy for several Burn Media agency clients.
- Validated initial BlackFly Mobile product concept through creation of eCommerce website and vendor network; sold all initial stock (\$16K) in 2 days ([view project](#)).
- Helped to shape creative direction, content strategy, and production of start-up BlackFly Mobile website and social media channels; recruited GTA retailers as additional eCommerce channels.
- Aided in prototyping “Mark II” start-up product from user-feedback; introduced and promoted to retail/eCommerce partners.

Education

UX Strategy & Web-Design (2016-2017)

(Springboard Online Platform) UX Design Intensive Program

(Treehouse.com) Web Design

Sheridan College (2011)

Advertising & Marketing Management (Post Graduate Certification)

Sheridan College (2008)

Design Fundamentals (Post Graduate Certification)

University of Toronto (2005)

Honours BA. Psychology, Economics, English Literature

To download a copy of my portfolio, please visit <http://www.davidserviceux.com>.