Christopher Collins

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Professional Experience

United Shore – Pontiac, MI – User Experience Designer: April 2018 - Present

- Advocated for, created, and served as product manager of a component-based design system that eliminated design and technical debt
- Augmented the early project planning process to focus on user needs and established metrics to define project success
- Conducted user research, created wireframes, low and high fidelity mockups, and functional prototypes
- Conducted workshops for team members outside of the UX team to execute basic user research and design-thinking methods
- Served on an Agile task force and helped, revamp the company's project management process
- Introduced LEAN methodologies for team decision making
- Mentored junior UX Designers

Washtenaw Community College – Ann Arbor, MI – JATC669 Web Administrator: October 2014 - April 2018

- Developed student-facing tools that provided both critical program information to apprentices and reduce call center traffic by ~30%
- Used behavioral data analysis to identify a specific type of academic dishonesty that was being committed by ~20% of apprentices
- Conducted analysis of the program's online quizzes, identifying a 15% disparity in average scores on different versions of the same course
- Developed program's first responsive LMS platform, simplified UI based on student needs, consolidated offline materials into online repositories
- Created a Python program to reduce the time of building new courses from a week to four minutes
- Implemented version control methodologies for the program's SMEs

CCWD, Freelance Web Design – Ypsilanti, MI – Development and Consultation: February 2010 - Present

- Worked with clients to plan, develop, and implement digital marketing strategies
- Provided AdWords, Google Analytics, and SEO consultation
- Provided re-branding services including graphic and web design
- Advocated for user-centric and responsive practices
- Worked with social media management to execute cross-platform marketing promotions
- Created email marketing strategies and implemented targeted campaigns

Jetti Systems – Detroit, MI – Design and Development Lead: April 2014 - September 2017

- Conceptualized and designed a suite of restaurant industry mobile applications
- Created and maintained all digital and print marketing materials
- Performed UX research and executed beta testing
- Worked with clients to customize and brand applications

Washtenaw Community College – Ann Arbor, MI – Student Response Device Administrator: February 2009 - October 2014

- Created interactive educational slideshows for a classroom setting
- Developed live assessment materials using Turning Technologies software
- Served as chief student response technology expert on campus
- Gave in-service tutorials and showcases demonstrating the technology

Video Production Professional: September 2001 - January 2009

- Provided motion graphic services to clients including the Detroit Opera House and the Movement Festival
- Served as production coordinator on short films
- Provided filming and editing services for over 50 weddings and other events
- Created motion graphics for nightclubs and musical acts

Skills

Web Design	HTML5, CSS3, JavaScript	Git
User Experience Design	PHP, Node	TFS
Competitive Website Analysis	JSON, Python, Selenium	MAMP
Card Sorting	SASS	Visio
Website Diagramming	Responsive Design and Mobile-First Practices	XD
User Testing	Front-end Frameworks	Photoshop
Task Analysis	Wordpress, Drupal	Illustrator
Website Accessibility Analysis	Moodle, Blackboard	Video Production
Wireframing		Final Cut Pro
		Adobe After Effects

Education

Washtenaw Community College - Ann Arbor, MI: GPA 3.78
Certificate Obtained: Certificate in Web Technology (CTWBTC)