

DARRIN SNIDER

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Experienced, detail-oriented UX strategist who works directly with developers and stakeholders in an Agile environment to deliver high-quality, enjoyable experiences for end users. Passionate about finding creative, user-friendly solutions to complex technology problems.

EXPERIENCE

Basis Worldwide // UX Lead // Los Angeles, CA 2015–Present

Key Clients: AWS Legal (Amazon), California Cryobank Life Sciences, MediaPlatform, Orthopaedic Institute for Children, Perk Social Loyalty, The Ohio State University

- Balance multiple clients and projects with varying size, scope, and implementations: enterprise v. startup, public-facing v. internal, responsive web v. mobile app
- Work closely and build relationships with design, development, and management team members to establish clear understanding of project goals, timeline, and contingencies
- Lead discovery sessions with clients to obtain and define project requirements, establish hierarchy of product features, and highlight items to push to future releases
- Develop full product experiences — user stories, wireframes, mock-ups, final UI designs — that align with business rules and KPIs
- Divide, prioritize, and hand off dev work to both internal tech team and contractors, overseeing to assure deadlines and client expectations are met

Freelance // UX Strategist & UI Designer // Los Angeles, CA 2015–Present

Key Clients: Louis Fourteen - Luxury Lifestyle Management, Wager - Peer-to-Peer Gambling

- Manage design phase and produce all deliverables — from app concept and core feature definition to final UI design — for businesses looking to break into the mobile app space

HIGHLIGHTS

- Own, develop, and maintain a design library for California Cryobank Life Sciences that continues to add consistency and increase speed across both design team UI mockups and dev team HTML slicing.
- Lead discovery and designed UX for a contract negotiation guide for AWS Legal, resulting in a growing client relationship and commendation from the VP of General Counsel. The tool reduced contract negotiation times, added metrics to improve future contracts, and is now being expanded to support additional contract types.
- The launch of the Louis Fourteen chat-based concierge app led to a consistent spike in sales that required hiring additional specialists to handle the demand. The app's success caught the attention of Mastercard, which is now licensing the app to provide these bespoke services to its top-tier cardholders.
- Receive consistently positive feedback from all clients, team members, and co-workers.

EDUCATION

University of Cincinnati, College of Design, Architecture, Art, and Planning (DAAP) 2015

Bachelor of Science in Industrial Design, focussed courses on User Experience

KEY SKILLS

Digital: Sketch, Adobe CC, HTML, CSS, Jira, Trello, G-Suite, Mailchimp, Drupal, Wordpress

Traditional: strategic planning, creative thinking & problem solving, verbal & written communication, autonomy, agile methodology, synthesizing, requirement gathering, competitive analysis, creating user stories, mock ups & wireframes, quality assurance, team leadership, organization, client presentations, quick & eager learner