

# David Demmer

## User Experience Designer

Denver, Colorado

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## Experience

### Director of User Experience

Athlinks, a Life Time Company | Jun 2016 - Present

Leading a team of designers and ux engineers for all design discovery and delivery phases from a prioritized backlog targeting B2B and B2C market segments in the timed athletic endurance technologies space. Facilitated and led Design Sprints 2.0 and periodically performing design studios with stakeholders. Led teams through generative and evaluative research initiatives. Integrating UX, product, and engineering by bridging intent of the designs with the UI implementation activities by effectively pairing UX designers with front-end engineers. Building an empathetic culture for our users by informing teams with user validated data.

#### *Skills Utilized*

- Mentoring, Pairing, & Collaboration
- Interaction and Motion Design
- Generative and Evaluative Research
- Sketch, InVision, Adobe CC
- ReactJS, React-Native
- Git Repos for UI Components
- Web and Native iOS Development
- Direct Report Management

### Founding Team Member

Planfu (Tenmile Range, LLC) | Nov 2014 - Present

Design and development of scheduling systems for health and wellness practitioners and their clients. Design and front end development of [planfu.com](http://planfu.com) for all user/customer experience. Defined brand identity and visual language. Marketing campaigns and ad designs using Google Ads, Social Media and direct channel marketing. Strategy and business development, market analysis, research, product planning, and development.

#### *Skills Utilized*

- User Centered Design
- Usability Testing
- Contextual Inquiries
- Sketch, InVision, Adobe CC
- Business Development
- Software Engineering

- Information Architecture
- Visual and Interactive Design
- Marketing
- ReactJS, Redux, Tachyons

### **User Experience Designer**

ReadyTalk (Ecovate) | Jan 2010 - Mar 2015

Designed user experiences for ReadyTalk's audio, video and web conferencing product suites including web, desktop, iPad and mobile clients. Facilitated usability research and testing through evaluative methods. Leveraged and educated all aspects of the organization with UX design processes. Facilitated design reviews with stakeholders where research findings were presented. Developed UI components for engineering teams. Engineered a p2p test automation framework in Java simulating virtual presenters and participants for regression testing.

#### *Skills Utilized*

- User Centered Design
- Usability Testing
- Contextual Inquiries
- Design Charrettes
- Cognitive Walkthroughs
- Information Architecture
- UX and CX Journey Mapping
- Interaction and Visual Design
- Wireframe and Rapid Prototyping
- UX Design Sessions
- Software Engineering
- Web Development

### **Head of User Experience**

MapMyFitness, Inc., | Nov 2008 - Dec 2009

Joined MMF from a technology acquisition and led the development and design departments in user experience design. Conducted usability research and worked directly with MMF clients in RFPs. Built wireframes for proposed feature workflows and evaluated with MMF teams and users. Designed and developed custom landing pages and email marketing campaigns.

#### *Skills Utilized*

- Usability Testing
- Information Architecture
- Heuristic Evaluations
- Visual Design
- UX Design Sessions
- Web Development

### **Senior User Experience Designer**

Confluence Commons (Fuser) | Jan 2006 - Nov 2008

Responsible for the user experience design of consumer facing products that aggregate email and social media accounts. Maintained an older version of Fuser.com and brought about the user experience overhaul of the mainline product, Fuser.com. Conducted design sessions with other user experience designers, engineers and stakeholders.

### *Skills Utilized*

- User Centered Design
- Usability Testing
- Contextual Inquiries
- Design Charrettes
- Cognitive Walkthroughs
- Information Architecture
- Wireframing
- Visual Designs
- Prototyping
- UX Design Sessions
- Web Development

### **Interaction Designer**

Rally Software Development Corp. | Sep 2004 -Jan 2006

Designed interactions for Rally's agile lifecycle management SaaS solutions. Developed strategic prototypes while implementing tactical designs for current iterations as well as future releases. Collaborated with product management and development teams to validate user requested features by exploring user centered design, activity design, system design and genius design methods. Designed paper prototypes, wireframes, high-resolution interaction prototypes and final implementation for production code base.

### **Senior Quality Engineer**

Rally Software Development Corp. | Sept 2003 – Aug 2004

Responsible for all client-side test automation coverage for acceptance tests, performance tests and load tests using open source tools. Developed custom Apache Ant tasks for Cruise Control continuous build environment.

### *Skills Utilized*

- Usability Testing
- Information Architecture
- Heuristic Evaluations
- Prototyping
- Wireframing
- Visual Design
- UX Design Sessions
- Web Development

### **Development Programmer Manager, Senior Software Quality Engineer Team Lead**

IBM Software Group/Rational Software | Dec 2000 - Aug 2003

Directed test automation development efforts for a team of quality engineers using the RUP software development lifecycle. Developed test plans, test cases, script and results management artifacts using Rational Unified Process.

### *Skills Utilized*

- Automated Testing
- Test Planning and Results
- Direct Report Management
- Direct Report Rankings

## **Software Engineer, Quality Engineer, Multimedia Programmer, Technical Support**

Quark, Inc. | Sep 1993 – Aug 2000

Developed test automation code for QuarkXPress' support of AppleScript capabilities. Produce testing code adhering to Quark style requirements for the Windows and Macintosh platforms. Developed multimedia CD-ROMs and Flash web sites for clients. Worked extensively in Director Lingo and Flash with ActionScript to produce interactive and dynamic content.

## **Tools**

### Applications

- Adobe Creative Suite
- Sketch, Invision, Figma
- OmniGraffle, Axure
- Maya, Blender
- Google AdWords/Analytics
- Miro, Whiteboards

### Languages/Frameworks

- ReactJS/Redux, React-Native
- HTML/CSS/JS
- Java
- C/C++
- Python
- Flex/Flash ActionScript
- Pascal
- Unit Testing Frameworks

### Methods

- Design Sprints
- User Centered Design
- UX and CX Mapping Activities
- Cognitive Walkthroughs
- RITE Testing
- Emotional Response Testing
- Contextual Inquiry and Observations
- Lean Startup, Lean UX
- Agile/Kanban/Scrum

## **Education**

B. S. Computer Science - Regis University

Associate of Applied Science Graphic Design - Denver Institute of Technology

