

# 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 product designers and UX engineers for all discovery and delivery phases from a prioritized backlog targeting B2B and B2C market segments in the timed athletic endurance technologies space. Facilitated Design Sprints 2.0 and periodically performing design studios with stakeholders. Led teams through generative and evaluative research initiatives. Effectively pairing UX designers with front-end engineers. Building an empathetic culture for our users by informing teams with qualitative and quantitative data.

#### *Skills Utilized*

- User Centered Design
- Design Sprints
- Generative and Evaluative Research
- React, React-Native
- Web and Native iOS Development
- Sketch, InVision, Adobe CC

### 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.

#### *Skills Utilized*

- User Centered Design
- Generative and Evaluative Research
- Information Architecture
- Sketch, InVision, Adobe CC
- Marketing and Business Development
- React, 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. Presented research findings to executive stakeholders.

#### *Skills Utilized*

- User Centered Design
- Generative and Evaluative Research
- Design Sessions
- Information Architecture
- Journey Mapping
- Interaction and Visual Design
- Wireframe and Rapid Prototyping

### **Head of User Experience**

MapMyFitness, Inc., | Nov 2008 - Dec 2009

Joined MapMyFitness after they acquired my webapp and led the development and design departments in user experience design. Conducted usability research and worked directly with MMF B2B clients. Built wireframes for proposed feature workflows.

#### *Skills Utilized*

- Usability Testing
- Information Architecture
- Heuristic Evaluations
- Visual Design
- 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. Maintained an older version of Fuser.com and championed the user experience overhaul of the mainline product, Fuser.com.

#### *Skills Utilized*

- User Centered Design
- Usability Testing
- Design Sessions
- Wireframing and Prototyping
- Visual Designs
- Web Development

### **Interaction Designer**

Rally Software Development Corp. | Sep 2003 - 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 various evaluative methods.

#### *Skills Utilized*

- Usability Testing
- Information Architecture
- Wireframing
- Visual Design
- 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.

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

Quark, Inc. | Sep 1993 – Aug 2000

Developed test automation code for QuarkXPress.

## **Tools**

#### Applications

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

#### Languages/Frameworks

- React, Redux, React-Native
- HTML/CSS/JS
- Java
- Python
- Flex/Flash ActionScript
- C/C++

#### 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/Less

## **Education**

B. S. Computer Science - Regis University

Associate of Applied Science Graphic Design - Denver Institute of Technology