

Tim DecloniemacLennan

Product Designer

Professional Product Designer with 6+ years of experience delivering impactful user experiences. Successfully led projects across diverse industries. Skilled in effectively communicating design concepts and working closely with cross-functional teams. Proven ability to iterate based on user feedback, resulting in highly usable and successful solutions.

Work Experience

07/2019 –
Current

Senior Product Designer

Blue Cross and Blue Shield

- Lead designer on 8+ projects spanning internal applications, public facing websites, and mobile devices
- Lead research efforts to improve customer advocate experiences through contextual inquiry, usability testing, and interviews
- Created a design system and style guide for internal applications aimed at improving designer efficiency, consistency, and developer hand off
- Collaborated with stakeholders, product teams, and developers to validate designs and help guide a products future direction

06/2018 –
12/2018

User Experience Intern

Michigan Multimedia

- Lead research efforts to improve websites content, ease of use, and discoverability through surveys, contextual inquiry, and interviews
- Created new websites and improved existing ones using the Drupal Content Management System (CMS)
- Collaborated with Stakeholders to validate designs, prioritize features, and determine websites' future directions

07/2015 –
07/2016

User Experience Researcher

General Motors

- Lead Researcher on 10+ in-vehicle entertainment system applications through usability testing, contextual inquiry, user interviews, surveys, comparative analysis, and heuristic reviews
- Mentored UX Designers on Accessibility Principles and how to implement them in design
- Collaborated with fellow researchers to set up a SharePoint research repository which helped streamline intake and standardize research processes

Contact

Phone

678-522-8942

Email

TimdecloniemacLennan@gmail.com

Portfolio

Declonie.github.io/Portfolio

Skills

HCI Research Methods

Contextual Inquiry

Heuristic Analysis

Participatory Design

Survey Design

Usability Testing

User Interviews

HCI Design Methods

Agile

Interaction Design

Prototyping

Wireframing

Design Tools

Adobe Illustrator, XD

Axure

Figma

InvisionApp

Mural, Miro

Sketch

12/2013 –
05/2015

User Experience Intern

UARC

- Collaborated on Accessibility Reviews for clients using WCAG 2.0 Guidelines
- Helped facilitate usability testing of multiple clients applications and websites
- Lead training efforts to help fellow interns learn essential accessibility related skills

Education

09/2017 –
05/2019

Master of Science in Human Computer Interaction

University of Michigan – Ann Arbor, MI

09/2010 –
05/2015

Bachelor of Science in Media and Information

Michigan State University – East Lansing, MI

09/2010 –
05/2015

Bachelor of Arts in Creative Advertising

Michigan State University – East Lansing, MI