

Derek Gesin

Senior User Experience (UX) Designer

Summary of Qualifications

- Seven years of UX and interaction design experience for enterprise and start-up applications. This includes developing storyboards, mockups, and prototypes to convey ideas and gather feedback.
- Six years organizing and facilitating usability testing and user research experiments, along with communicating findings to project teams.
- Four years leading design teams and managing multiple design projects at a time.
- Three years facilitating design workshops to help clients and project teams understand problems, ideate solutions, and converge on ideas to design and test.
- Six years working directly with product owners and stakeholders to understand and document business objectives.
- Additional years of experience in theater and as a recruiter, providing training on understanding the human condition and how to conduct an effective interview.
- Five years managing design work within an Agile/Scrum development process.

Skills

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|------------------------------|------------------------------|------------------------|
| • Storyboarding | • RealtimeBoard | • Card Sorting |
| • Wire framing | • Photoshop | • Focus Groups |
| • Rapid prototyping | • Illustrator | • Ethnographic studies |
| • Design sprint facilitation | • Adobe XD | • Contextual inquiries |
| • Design studio facilitation | • InDesign | • HTML |
| • Experience mapping | • Material Design | • CSS |
| • Sketch | • Human Interface Guidelines | • LESS and SASS |
| • Axure | • Usability studies | • JavaScript |
| • InVision | • User interviews | • React |
| • Atomic | • Stakeholder interviews | • jQuery |
| • Zeplin | • 508 accessibility testing | • GitHub |
| | | • Bootstrap |
| | | • Agile/Scrum |

Education

Bachelor of Science

Interactive Media

Metropolitan State University of Denver

Bachelor of Arts

Theater

University of Colorado at Boulder

Work Experience

Applied Technical Systems

Senior UX Designer

July 2014 - Present

- Led design team for project with US Army to build mission planning application for commanders and staff.
- Led research team for project with FEMA to document requirements for development of a lifecycle management application for the temporary housing that FEMA provides disaster victims.
- Designed and assisted with front-end development for project with US Patent and Trademark Office to develop web application for managing the trademark application and examination process.
- Assisted with design of USPTO UI Design Library to improve interface consistency among USPTO projects by developing a cross-organizational design system.
- Developed prototype of iPad application to act as an “electronic kneeboard” for US Navy F-18 pilots.
- Led interaction design for project with US Navy to build a text-extraction tool to assist with Naval acquisitions process. Prototyped interface using HTML, CSS, JavaScript, and jQuery.
- Performed stakeholder interviews and worked with product owners to identify and document requirements.
- Facilitated usability studies, 508 accessibility testing, and user acceptance testing.
- Created user personas, experience and journey maps, process models, goal-directed task analysis, and other artifacts to define user models.
- Conducted semi-structured interviews, ethnographic studies, contextual field visits, focus groups, card sorting, user surveys, and competitor analysis to research users and document functional requirements.
- Successfully led three proposal writing efforts generating approximately \$3 million in revenue.
- Awarded Employee of the Quarter for improvements to UX process.

Digital First Media

UX Designer

August 2013 - June 2014

- Worked on team of five UX designers to create the interfaces for the 100+ newspaper and vertical properties owned by Digital First Media.
- Led design efforts on Digital First Labs, an internal network for employees to share projects and create collaboration opportunities.
- Prototyped mobile sports app to allow fans access to sports columnists, scores, rankings, and other features.
- Conducted weekly rounds of testing, including semi-structured interviews, stakeholder interviews, usability studies, card sorting, focus groups, and user surveys.

- Led initiative to build a user research lab. Worked with executive management, department leads, and building management to construct lab with minimal budget.
- Facilitated communication with product owners, external clients, department heads, and multiple development teams.
- Acted as UX representative on business intelligence team. Worked with analysts and developers to create better tracking of analytics across properties.

**Library of Congress –
Teaching with Primary Sources**
September 2012 – August 2013

UX Designer/Study Coordinator

- Assisted on design and front-end development of a social network to give teachers access to Library of Congress staff and advisors.
- Acted as design support for western region (14 states) of organization. Coordinated with state leads to assess needs and develop solutions.
- Conducted in-person and remote usability testing on network. Managed development of test scripts, recruitment, test facilitation, analysis, and reporting for all testing.
- Worked with product owner, development team, and stakeholders to identify and prioritize testing needs.

The English Academy
December 2010 – March 2012

Web and Media Designer

- Designed and developed company website and learning management system.
- Assisted with development of lesson plans using Adobe Creative Suite.
- Designed monthly e-magazine and assisted with distribution via social media.

Omni Financial
January 2006 – December 2010

Corporate Recruiter/Paraprofessional

- Managed recruitment and hiring process for administrative, legal, production, and sales departments of financial firm.
- Redesigned recruitment, screening, and interview process for company. Coordinated and conducted approximately 10-20 interviews per week.
- Worked closely with CEO, CFO, and department leads to determine needs and improve hiring practices.
- Awarded Employee of the Quarter for improvements to recruiting process and retention.