Derek Gesin   Senior UX and Product Architect

Derek Gesin is a Senior UX and Product Architect with extensive experience in user research, design, and web development. This gives him a rare perspective that combines user, business, and development team needs.

KEY SKILL AREAS:

- **Design, Testing, and Product Management Methods:** Design Sprints, Task Analysis, User Story Mapping Goal-Directed Task Analysis, Journey/Experience Mapping, Affinity Mapping, Storyboarding, Usability Testing, Paper Prototyping, Heuristic Evaluations, Focus Groups, Card Sorting, Competitive Analysis, Contextual Inquiry, User Personas, User Acceptance Testing, 508 Testing
- **Web Technologies and Languages**: HTML5, CSS3, LESS, SASS, Javascript, React, React Native, GitHub, Jquery, PHP, Wordpress, Bootstrap, Moodle, Adobe Creative Suite, and Adobe Flash
- **Software Development Methodologies:** Agile (Scrum)
- **Operating Systems and Software**: Macintosh Platform (iOS), Android, PC Platform (Windows), Microsoft Office Suite, Morae, Axure, Omnigraffle

EDUCATION / TRAINING / CERTIFICATION:

- B.S., Technical Communication - Interactive Media, Metropolitan State University of Denver
- B.A., Theater, University of Colorado at Boulder

EXPERIENCE:

Applied Technical Systems, Inc.,   **July 2014–Present**
UX Designer and User Research Coordinator

- Senior User Experience Architect for FEMA MHU Lifecycle Management Tool. Lead team of researchers tasked with using Agile development methods to conduct requirements gathering for the development of an lifecycle management application to track the manufactured housing units (MHUs) that FEMA provides disaster survivors. Coordinated and facilitated stakeholder interviews, user interviews (remote and in-person), contextual inquiries with FEMA and contractor staff in the field, and user story mapping workshops. Also required creation of experience maps, user personas, and product requirements documentation to communicate findings.
- Senior User Experience Architect for U.S. Army SBIR A15-033 *Technologies to Enable Screen Size Independent Software*. Coordinated and facilitated user interview sessions with Army Commander subject matter experts. Conducted four-month study to produce Goal-Directed Task Analysis of commander workflows and information requirements. Designed architecture for software development framework and currently overseeing design of framework and multiple applications using React Native and custom development efforts.

- Senior User Experience Architect for U.S Navy SBIR N141-037, Scoring Analysis via Data Integration and Information Extraction (SADIIE). Managed research efforts, designed interface, and created user workflows for application. Project uses natural language processing and machine learning to extract information from unstructured text documents in order to provide users easier access to siloed data. Currently being developed and implemented within the U.S. Navy to reinvent the way they handle system acquisitions.
- Principal Investigator for U.S. Navy SBIR N161-016 *iPhone Operating System (iOS) Framework and Application Development for Electronic Kneeboard*. Developed Goal-Driven Task Analysis for F/A-18 fighter pilot mission activities (mission planning, execution, and post-mission). Designed wireframes for iPad kneeboard application.
- Senior UX Designer for the Trademark Next Generation (TMNG) project, an initiative for the U.S. Patent and Trademark office geared towards decreasing the amount of time necessary to process an application by creating an integrated software suite that encompass the many tasks carried out during the application and examination process.
- Coordinates user research program as part of a User-Centric Design approach to development. Facilitates multiple test methodologies including usability and user acceptance testing.
- Coordinates and facilitates 508 testing to ensure that applications are compliant with all accessibility requirements.
- Coordinates technical components and design considerations for multiple projects. Evaluates technologies used and their role in the overall scope of the project, and ensures a reasonable coupling of the components.
- Works closely with technical development lead to guide team tasking and development goals and coordinates with front-end architect to ensure seamless quality of delivery.

Digital First Media   **August 2013 – June 2014**

UX Designer and User Testing Program Director

- Worked as UX Designer for second largest newspaper company in the United States. Helped manage the designs of over 800 websites and applications including news products, e-commerce websites, and both native and mobile web applications.
- Implemented and managed user research program that integrated a variety of test methods including desktop and mobile usability testing, card sorting, competitor analysis, and focus group testing. Findings from testing resulted in a projected $5,000,000 savings for organization.
- Built a User Research lab consisting of multiple desktop testing stations, mobile testing capabilities, and attached observation room. Integrated analytic software such as Chartbeat into room for in-depth analysis of user metrics.
- Facilitated communication between clients, department heads, and multiple development teams in order to identify project requirements. Also conducted stakeholder interviews to determine test goals and promote a user centered design approach.
- Designed wireframes, user flows, sitemaps, and other deliverables utilizing rapid prototype tools, HTML, CSS, Javascript, and frameworks such as Bootstrap.

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

UX Designer and User Study Coordinator

- Helped with design and front-end development of a social network to allow teachers to connect with each other and Library of Congress experts.
- Coordinated usability testing on network. Work included creation of test plans, recruiting participants, facilitating tests, analyzing results and presenting findings to stakeholders.
- Acted as design support for western region (14 states) of organization. Required frequent meetings with leaders of organizations in each state to assess need, brainstorm possible solutions, and determine plan of execution.
- Created and maintained content for organization's website, along with a variety of print and digital design projects including event programs, marketing materials, educational resources, etc.

The English Academy   **December, 2010 – March, 2012**

Web and Media Designer

- Designed and developed company website, including translations into Russian and Korean.
- Built online learning environment, using Moodle. LME included user accounts, development of lesson plans, integration with external educational software, and more.
- Designed monthly e-magazine and, through social media, increased distribution to over 80 countries.