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

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

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| 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.

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| 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.

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| Library of Congress –  Teaching with Primary Sources | **UX Designer/Study Coordinator** |
| *September 2012 – August 2013* |  |

* 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.

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| The English Academy | **Web and Media Designer** |
| *December 2010 – March 2012* |  |

* 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.

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| Omni Financial | **Corporate Recruiter/Paraprofessional** |
| *January 2006 – December 2010* |  |

* 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.