**Drew Goff**

UX/UI Designer

**Phone**: 317-910-5607

**Email**: drew@drewgoff.com

**Website**: [https://drewgoff.com](https://drewgoff.com/)

**Skills**

|  |  |  |  |
| --- | --- | --- | --- |
| **User Experience** | **Coding** | **Design** | **Audio + Video** |
| Design Systems | HTML | Sketch | Cinema 4D |
| Storyboarding | CSS | InVision | Adobe After Effects |
| Web Analytics | JavaScript | Adobe Illustrator | Adobe Premiere |
| Prototyping | SVG | Adobe Photoshop | Apple Logic Pro X |
| Wireframes | React | Axure | Presonus StudioOne |

**Work Experience**

**UX Designer & UI Developer (Contractor)**

Caterpillar Inc.

*Sep 2019 – May 2020*

+ Built a web component library for vehicle interfaces in the Earth moving division. We coded these Web Components in HTML, CSS, SVG, JavaScript and LitHTML.

+ Created Axure Pattern libraries for our design system.

+ Wrote scripts, designed storyboards, did voiceover and created 2DS/3D animations; for teaching the high level management about the benefits of Design Systems.

+ Trained by Caterpillar in Lean Innovation and User Research Methods. This training covered interview techniques, personas and user journeys.

**UX Designer/Developer, 3D Animator, Musician**

UX Coding

*Mar 2019 – Present*

+ Teaching UX Designers to become UX Developers by using new visual representations of abstract ideas in front end development. What separates this teaching course from others is that we show the visual representations in 3D animation.

+ Made my first classical piano album “Soulmate Sonata”. It was released on October 4th, 2019 on almost every streaming platform (Apple Music, Amazon Music, Spotify, etc).

**UX/UI Designer**

SIGMA Equipment, Inc.

*Sep 2016 – Feb 2019*

+ Worked on a team of six developers as the sole UX/UI Designer.

+ Designed software interfaces with Sketch, InVision, Adobe Illustrator and Adobe Photoshop.

+ Helped code the interfaces in HTML 5, CSS 3 (SCSS), JavaScript and React.

+ Created style guides and CSS component library that we use to design and code our web applications and websites.

+ Met with business analysts and project managers to design projects to business requirement standards.

+ Researched psychology studies for user experience (mostly Nielsen Norman Group) and color theory when designing web applications interfaces.

**UX/UI Designer**

OneMain Financial

*Nov 2014 – Sep 2016*

+ Developer and designer of the framework “OneMain Elements”. What makes Elements unique is it’s build using Object Oriented SASS (CSS) and JavaScript. What really makes it different though is that every object has been designed for exact measurements in Adobe Illustrator. This allows us to expedite UI development by reusing code and to create consistency among designs.  
+ UX/UI Designer for OneMain Financial & Springleaf Financials’ phone and tablet applications.  
+ UX/UI Designer for OneMain Financial & Springleaf Financials’ Info Net and internal web applications.

**Web Designer ( Contractor )**

CNO Financial Group

*Jun 2014 – Oct 2014*

+ Created designs and coded the responsive emails and landing pages using responsive Zurb templates and coding them in HTML 5, CSS 3, and JavaScript. When sending the email marketing out I used Exact Target email marketing application.  
+ My big and last project there was working on converting sales sheets to be able to convert sales numbers to printable data sheets using templates I built in HTML 5, CSS 3, and modified variation of Twitter Bootstrap.

**Multimedia Specialist**

Truth@Work

*Jun 2012 – Jun 2014*

+ Joined this small non for profit company to create two new revenue streams America’s Best Hope and Edge Mentoring. The two new revenue streams were essentially created from the ground up.

**UX Designer | UI Developer | Photographer**

Simona De Silvestro – Indy Car Driver (Indy Car Driver)

*Jan 2012 – Jan 2014*

+ From 2012 to 2014, I worked as the web designer, UI developer, and photographer for the number one female race car driver in Indy Car racing Simona De Silvestro.

**UI Developer (Freelance)**

HVM Racing

*May 2012 – Dev 2013*

+ Worked for the French Canadian racing team in updating their website in preparation and during for the Le Mans 24 hour race.  
+ Updating their website consisted of designing graphics and coding HTML, CSS, and jQuery UI.

**Education**

**Indiana University Bloomington**

*Bachelors Degree 2002 – 2006*

**Major** in General Studies

**Minor** in Psychology and Media Production