Gerald Leenerts III
UI/UX Designer + Engineer

EXPERIENCES

Pearl Coffee *(June 2013 - Present)*
- Co-Founder, Design & Branding Strategist
- Designed the full experience of the Pearl Coffee brand.
- Focus on eductation as a large part of our marketing strategy.

Life Time Fitness *(April 2014 - Present)*
- Senior UX Developer / Senior Front-End Engineer / Senior Software Engineer
- React / Flux lead engineer.
- Functional Programming and Streaming system architectures.
- Focused on creating a style guide that both Engineers and Designers can work on as a point of hand off and documentation for branding consistency.

SpyFu *(May 2011 - April 2014)*
- UI/UX Designer
- Redesigned the entire front-end of SpyFu.com, had to work around the large data aspect.
- Set up processes such as a reliable CI / CD system for consisten deployments.
- Was a leader in helping direct the company with their vision.
- Build new products and helped design them around business models.

Universal UClick *(July 2010 - May 2011)*
- UI/UX Designer
- Worked with the auther of Doonsebury to create their website, helping them understand the difference between print and web design.
- Implemented large Ruby on Rails web apps.
- Designed database structures and software system to handle large file aggregation and to help optimize for both web and print solutions.

Bachelors of Fine Arts *(Computer Animation)*
Missouri State University

SKILLS & READS

Product Processes & Methodologies

| Agile User Testing | Two-way Communication | Ideation & Validation | Business Analytics |
| Jobs to be Done | User Empathy | Implementation | Agile / Scrum | The Hacker Way |

Design & Engineering Tools

| Wireframes | UXPin | Sketch 3 | Adobe Creative Suite | JavaScript | ReactJS | Git |
| HTML | CSS |

Favorite Books

| Don't make me Think | Design of Everyday Things | Emotional Design | Thinking in Systems |