LUKE J. ISITT

**User Experience Designer //
User Experience Engineer**

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Work Experience

Lemonaid Health / UI/UX Designer

MAR 2021 — PRESENT, REMOTE

Leads the companies design management system, standardizing all design components and documents all design decisions. Creates auto-layout templates in Figma for new web and app pages, utilizing variants to create reusable and modular designs at scale. Drastically increased prototype design efficiency by an average of 2,400%. Facilitates industry terminology between design and engineering teams, establishing consistent component and CSS naming systems to ensure effective communication among teams. Delivers interactive design components in HTML, CSS/SCSS for pixel-perfect implementation.

Cognivo / UX Designer

MAY 2020 — FEB 2021, REMOTE

Designed wireframes, mockups, prototypes, and more to communicate web and app design ideas to stakeholders and engineers. Collaborated with stakeholders to define design strategy and interface components, creating the company's official design system. Balanced user-centered, business and engineering goals to satisfy both end-users and stakeholders. Designed and developed company's website and performed ongoing performance analysis, decreasing existing page speeds by up to 90% and increasing new monthly users by 383%.

Designs SaaS interfaces with Miro and Figma, and converts prototypes into front-end development without loss of fidelity. Facilitates between design and engineering teams, utilizing HTML, CSS/SCSS, JavaScript, jQuery, Git, and C#.

Self-Employed / UX Designer

SEP 2018 — MAR 2020, REMOTE

Designed website and app layout through crowdsourcing and private contracting. Through quantitative user research, achieved up to +8,000% sessions within first 2 months after website relaunch, up to +901% new monthly users in 2020, and created an area of influence of up to a 250mi radius. Performed numerous tests to ensure consistent and long-term quality performance, reducing page speeds by up to a minimum of 200%. Adapted to communication gaps between designers, clients, and developers. Profoundly planned and demonstrated projects with wireframing, low-fidelity and high-fidelity prototyping, and interactive demos to clearly establish design elements and their purpose.

Education

WSU / BASc, SWE

AUG 2017 - JUN 2018

Completed coursework towards Doctor of Computer Science (D.C.Sc.) Software Engineering.

Skills

Design: Design systems • User Interface design • Strategy & vision presentation with Miro • User flow • Wireframing • Low & High-fidelity prototyping • Motion design • Interaction design • 3D animation • Graphic design • Web design

Prototyping: Rapid prototyping with Adobe XD & Figma • Interactive flow with Adobe XD or HTML/CSS/JS

Research: • Industry & usability research • Data analysis with Google Analytics • Task analysis & persona hypothesis • User interviews • Experience goals

Development: HTML • CSS • SCSS/LESS • JS • Jquery • Node.js • C++ • C++/CLI • C# • Git

Collaboration: Self starter • Passionate • Facilitates industry terminology • Leader • Communicative • Flexible

Featured Projects

Lemonaid Design System: standardized design components aligning with Lemonaid's new rebrand, to manage design at scale.

Cognivo: SaaS web apps for data cleansing, aggregation, visualization, and reporting.