Jeff Voreis

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Portfolio: jmvdesign.github.io
Auckland, New Zealand
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EROAD
Senior UX Designer
Auckland, New Zealand | Sep 2019 - present
Designed user interfaces and digital experiences of electronic fleet management software to help reduce costs, improve efficiency, and increase safety. Applied design thinking to better understand and solve user needs. Conducted user research and usability testing. Defined the functional characteristics and oversaw the successful delivery of desktop and mobile applications. Made lifelong friends and learned to pour the perfect espresso.

Accordo
UX Design Manager
Auckland, New Zealand | Jun 2017 - 2019
Provided leadership, direction, and mentorship for a team of UX/UI designers; lead creative and holistic thinking across diverse product releases and devices. Delivered a UX vision, along with a plan for evolutionary, iterative updates, that actualized the larger vision over time. Leveraged data analytics of usage patterns to inform human centered designs.

Amadeus Consulting
Senior UX Designer
Boulder, CO | Jun 2016 - Dec 2016
Designed and improved the usability and user experience of complex software systems that anticipated and influenced human behavior. Defined the visual framework, interactions and functionality of enterprise level web applications. Created data visualizations, interactive Axure wireframes and fully documented prototypes. Collaborated with developers to ensure design specifications were met. Maintained a clear understanding of business strategy, best UX practices, and modern web design principles.

HomeAdvisor
Senior UX Designer
Golden, CO | Mar 2015 - Jun 2016
Formulated and annotated the organizational structure and page-to-page flows of the user experience for HomeAdvisor software applications. Drove major UX projects from concept to implementation. Conducted user research and usability testing. Used web analytics and A/B testing to understand customer behavior and to guide creative solutions. Stayed abreast of best UX design patterns and practices. Communicated designs through fully documented wireframes and prototypes.

SportsLabs
UX Designer
Boulder, CO | Feb 2012 - Aug 2014
Designed highly engaging user interfaces for college sports media apps across multiple platforms including: iOS, Android, websites and mobile web. Prepared style guides, assets and documentation for developers. Established and documented the functionality and interaction of Sportslabs digital-video software products.

IHS Markit
Web Designer
Boulder, CO | Aug 2007 - Jun 2011
Designed the delivery and presentation of financial data, transforming complex information into elegant user experiences. Created iPhone applications, trading interfaces, financial calculators, data visualization & websites for Wall Street investment banks and brokerages: Etrade, Merrill Lynch, Scottrade, CNBC, National Australia Bank & FinecoBank.

Education
University of Illinois
Urbana-Champaign, Illinois
Bachelors of Fine and Applied Arts
Degree in Graphic Design and MultiMedia

Skills
Expert working knowledge of Figma, Miro, Axure, Photoshop, Illustrator, Indesign, Jira, AntDesign, Html5 and good old fashioned pen and paper. Can generate rapid interactive wireframes in an Agile environment. Thorough understanding of all functional aspects involved in responsive web, mobile, iOS and Android design.

Proficiency in the Adobe Creative Suite
Expert working knowledge of mobile application design
Translate business goals into design solutions
Account for every user interaction
Prepare style guides, assets and documentation for developers
Experience with all forms of mobile, social and responsive web development
Clear understanding of user interface design and functionality
Ability to lead and shape the design process
Carry product from problem definition, to wireframes to finished designs