JAMES COYLE

UI/UX DESIGNER

Portfolio: jamescoyle.design / dribbble.com/jpex linkedin.com/in/james-coyle-495727a1 / 909 N. Sierra Bonita Ave. #9, Los Angeles CA 90046 / 818 572-7593 / me@jamescoyle.design

Experience

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ozgeoz designs
Freelance UI Designer
JANUARY 2018 TO PRESENT

Creation of mockups and wireframes in a boutique agency. UI work includes marketing pages, admin management systems, and e-commerce.

Clients: Vans, Contra Costa Transport Authority, PodFriends
Industries: Hospitality, Education, B&M e-commerce, Social Campaigns

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ATTN:
UI/UX Designer
FEBRUARY 2016 TO AUGUST 2017

Primary designer for the website attn.com, a media platform that served 11+ million sessions a month.

- Designed for sponsored content and ad labeling units across the site. See:

jamescoyle.design/sponsored_content

- Standardized a UI design system for the UX and front-end team. Refined design to development handoff process. See: jamescoyle.design/design_system
- Designed, coded, and analyzed over 40 A/B tests. Conducted user interviews and personas.
- Designed a standardized template system for the site.
- Designed mini-sites for sponsored clients.
- Prepared design files in Keynote for the pre-sales team.

Freelancer
UX/UI Designer & Developer
FEBRUARY 2016 TO AUGUST 2017

- Worked with local business to create, design, and develop small-scale sites.
- Ran a baseball trivia site and social media feed for the 2015 season.

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iFit
Front-end Developer and Designer
NOVEMBER 2013 TO NOVEMBER 2014

iFit is a fitness web app that syncs with treadmill equipment.

- Designed a new account registration process that reduced registration time by a minute, error rates by 2/3rds, and a more efficient payment processing page. See: jamescoyle.design/ifit
- Lead the front-end development of the iFit web app and marketing pages.
- Coding projects included most ifit.com 2014 marketing pages, account registration, onboarding, a multi-month client refactor, and a Zendesk support site.
- Managed large-scale CSS/LESS structures (800KB CSS file sizes before compression) and HTML/Jade/Pug structure.
- Engaged in, and conducted code reviews.
- Actively collaborated with senior backend developers, product designers,

QA, project managers, customer support, and management stakeholders.

Education

University of Central Florida
B.A. Economics
2013

Tools & Skills

Wireframing, Design Systems, High-Fidelity Mocks, A/B Testing, Competitive Analysis, UI Design, Interaction Design, Responsive Design, HTML/Jade/Pug, CSS/SCSS, jQuery, Prototyping, User Personas, Stakeholder and User Interviews, Project Spec Writing

Adobe Photoshop, XD, Sketch, Keynote, Invision, Craft, Optimizely, Google Analytics, Heap, Codepen (codepen.io/jpex), Git/GitHub (github.com/jpex)