Derek Barnes

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Passionate about usability, communications, design, and anything related to interactive and print media I have a proven record of transforming concepts into reality. With a rich background in visual design, UX research, web development, I have over 20 years of professional, hands-on experience in the communications industry.

Owning my own business, working in advertising, communications, and corporate IT has taught me to pay close attention to detail, deadlines, project management timelines, and budgets. Being able to thrive in a creative team environment under these time restraints is also very important to me. Working towards client specifications is a given, and functioning as the 'voice of the user' within those boundaries is the challenge I live for!

Please feel free to view my recent work history on LinkedIn (www.linkedin.com/in/derek-r-barnes).

Experience

DRB Productions Ltd., *Regina, SK*
President, Usability Analyst, Designer, and Developer
February 2008 – present

- Dedicated to finding smart and easy web solutions for small to medium sized clients
- Meet with clients and take them through the process of creating a mobile app or website from first idea to launch and beyond
- Prepare and review technical documents and style guides
- Research and recommend software, content management systems, etc
- Using user centered design methods: prepare and review high level UX plans, gather user requirements, create personas, heuristic analysis, brainstorm with stakeholders and technical resources to produce prototypes, define tasks for user testing, iteratively test prototypes/wireframes with users, provide final UX report
- Prepare and translate paper prototypes and wireframes into usable HTML templates
- Provide accurate time estimates and project milestones

Amplify Digital Marketing Corporation, *Regina, SK*
Digital Producer
December 2018 – present

- Design and produce digital content for clients including: radio, television, websites, online and social media ads, learning modules, and print materials
- As part of larger team, help set strategies for marketing campaigns
- Provide a user-centered UX practice as part of Amplify's core offerings including UX cognitive/expert/heuristic reviews, mockups, and usability testing.

University of Regina, *Regina, SK*
Web Developer & Graphic Designer
July 2006 – 2008

- Design and develop dynamic websites and learning objects
- Assess client needs and provide advice on issues relating to technology, design, typography and pedagogically appropriate rich media
- Music production and composition
- Hand-drawn and digital instructional illustrations

Education

- **University of Regina**
  Bachelor of Arts (B.A.), Psychology
- **Human Factors International**
  [HFI-Certified Usability Analyst™](#)

Professional Development

- RedDot CMS Project Builder Training (December 2008)
- WebTrends RETAIN - Reverse Engineered Training and Implementation (Sept 2008)
- An Event Apart - Washington (September 2010)
- Remedy Responder Training (February 2011)
- Adaptive Path: UX Intensive, Seattle (November 2013)
- Coursera: A Beginner's Guide to Irrational Behavior (April 2014)
- MeasuringU: Denver UX Bootcamp (August 2014)
- UX Research & Strategy Course - Designlab (trydesignlab.com - 2015)
- WWDC - San Francisco (2016)
- Interaction Design - Designlab (trydesignlab.com - 2017)

Speaking

- November 1, 2016: Whitepaper presentation, *UX and Agile in a Waterfall World.* (Presented with Darin Degenstein)

References

Available upon request.