

# CHARLIE PRATOR

DESIGNER & CODER KNOWN FOR TACKLING THE HARD PROBLEMS

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Portfolio  
Github

## EXPERIENCE

### SpotX, Denver, CO — Sr. UX/UI Designer

JAN 2019 - PRESENT

Helped put a nascent product ecosystem & discipline, which served 6B ad decisions a day across 12 products, on a path towards maturity.

Coalesced company's core design processes. Performed extensive NN/g heuristic evaluation. Released company's first release of app notifications. Initiated the company's first user research regimen and extracted major benchmarks, e.g. SUPR-Q and SUS. Personally coded a HTML, Bootstrap, and SCSS site of design system standards. Distilled insights from user behavior through the wiring of click interactions through Pendo.

#### Key Results

- Promoted to senior designer in less than 1 year
- Led & redesigned their contract management & revenue accounting functionality for a platform that transacts \$1M / day with an international team
- Led & designed the company in creating their first design system, e.g. via 1,078 Sketch symbols, Angular components, and SCSS partials

## TOPTAL & MYUXTEAM PROJECTS

OCT 2012 - DEC 2018

### Bayer, Remote — UX/UI Designer

AUG - OCT 2018

Designed a responsive web app for their procurement team to address a \$4.2M search problem.

Conducted field studies and established task benchmarks. Led and engaged 10-person stakeholder team through sketching and functionality definition. Iterated and delivered a high-fidelity Sketch & Invision prototype covering major functionality & needs. Enumerated atomic level requirements and use cases for dev teams.

### Fairmount Santrol, Remote — Product Manager & UI Designer

JUN 2017 - JAN 2018

Responsive web app designed to help sell and deliver sand, via freight, to remote customer locations around North America.

Led three-day on-site workshop with executives and sales team to gather insights on current business process. Wrote basic requirements document and established product roadmap. Crafted user personas for two distinct user groups. Flowcharted major functionality and flows for campaign creation and purchase process. Conducted weekly user tests against design to correct usability issues. Delivered high-fidelity prototype for mobile, tablet, and desktop that addressed marketing campaigns and end-customer ordering process.

#### Key Results

- App now helps sell roughly 83,000,000 lbs of sand / week

## HIGHLIGHTS

7+

years of experience

62

projects worked on

6B

Users served

2

#1 Google Play & Apple App Store Apps

## SKILLS

### DESIGN

Sketch●Abstract●Craft●  
ProductBoard●UX  
Research●User Personas●User  
Testing●  
"Think Aloud" Testing●  
Pendo●A/B Testing●Heuristic  
Evaluations●InvisionApp●  
Webflow●Axure●Zeplin●  
Requirements Gathering●  
Workshops●Charettes  
User Stories & Epics●  
Pencil Sketching

### DEVELOPMENT

HTML5●CSS3●SCSS●  
Javascript●  
Atom●Github●Jira

## **Sandbox Logistics, Remote — Product Manager & UI Designer**

FEB 2015 - NOV 2016

Web & mobile app designed that helped dispatchers and truck-drivers deliver O&G materials to remote well sites via 18-wheelers.

Conducted user interviews with truck drivers, dispatchers, and managers to map out the delivery process. Outlined truck driver user journey from loading facility to customer's well site. Sketched low-fidelity designs of web and mobile app to vet digital flow of dispatch & driver interactions. Designed a new pattern library and digital style guide for client. Created a robust high-fidelity prototype that showcased the entire business process from job creation to product delivery.

### **Key Results**

- Doubled client's operational efficiency to 10,000 loads per month
- Enabled the company to double truck fleet, from 250 to 500
- App bolstered my client's sale price to \$75M

## **Hue Pro, Remote— Visual & UI Designer**

MAR to APR 2015

Hue Pro is the number one mobile app to manage your Philipps Hue home-lighting system.

Provided client with new visual & UI design for the app. Designed a high-fidelity prototype for major functionality of the app.

### **Key Results**

- #1 app in Google Play and Apple App Store for Philips Hue (in 2018)

## **Insperty, Houston, TX— Product Manager & UI Designer**

FEB 2015 - SEP 2016

Expense management web app geared to help corporations track & control employee spending.

Led product overhaul of 20-year old software to bring it into the web. Curated and drove a long-term product roadmap and feature releases. Gathered and defined requirements for the build stage. Created user personas of varied end-user groups (e.g. from employees to CFOs). Provided front-end dev testing to ensure code was modern and DRY. Redesigned 80% of the app through a high-fidelity prototype of nearly 1,000 wireframes.

### **Key Results**

- Transacted hundreds of thousands of Fortune 500 corporations expenses in app

## **EDUCATION**

### **TeamTreehouse — Front-End Web Development (FEWD)**

### **Texas A&M— Bachelors in Business Administration - Accounting**

SEP 2006 - MAY 2010

## **LANGUAGES**

Spanish

## **INDUSTRIES**

Ad Tech●Accounting●Finance●  
Supply Chain●Logistics●  
Inventory Management●  
Oil & Gas●Pharmaceuticals●  
Hospitality●Travel●  
Human Resources