

Sidney Rhoads

Product Designer

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Experience

Freelance Product Designer at My Fave Places

May 2020 - Jul 2020

Researched to offer first steps towards long-term vision for a travel & lifestyle startup.

- Interviewed stakeholders, AR experts, and potential users to identify, test opportunities in augmented reality.

Software Engineer at Jam City

Aug 2015 - Sept 2018

Developed cross-platform mobile games including Family Guy (800k DAU) and Juice Jam (2 million DAU).

- Assisted the UI Director implement a design system which decreased new feature development time.
- Learned to communicate needs between engineers and designers and stakeholders.

Projects

Savr 5 Day GV Design Sprint

Apr 2020

How might the Savr recipe app empower home-chefs when it comes time to cook?

- Explored possible solutions and then built and tested a mobile prototype for customer feedback.

Curate Photos

Nov 2019 - Mar 2020

How might we make important memories for people with thousands of photos more accessible?

- Researched and designed a prototype that declutters camera-rolls and provides intimate photo sharing.

Who I am...

As a **designer**, I challenge myself to improve digital products through an empathetic lens and accessible design.

As a past **developer**, I'm at ease collaborating with cross-functional teams in an agile environment and problem solving with business and technical constraints in mind.

Education

UX Design Certificate

Springboard, Nov 2019 - May 2020

B.S. Computer Science

University of California, Santa Barbara

A peek into my process...

Research

usability testing, user/stakeholder interviewing, guerilla testing, competitor analysis, survey writing, usability audits

Design & Prototype Tools

Figma, Adobe XD, Sketch, Miro, MarvelApp, Invision

Design Skills and Deliverables

journey mapping, sketching, storyboarding, user flows, wireframing, persona/empathy mapping

Programming

Git, Javascript, HTML, CSS, Python, C,