



George Siler
Designer

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ABOUT ME

UX (user experience) designers measure and optimise applications (usually web based) to improve ease of use (usability), and create the best user experience by exploring many different approaches to solve end-users' problems. ... A similar role is that of a UI (user interface) designer.

EDUCATION

Bachelor of Arts | Design

Western Washington University
2014 - 2017

SKILLS

- Web Design
- Creative Problem Solving

EXPERIENCE

Designer | Faithlife

Feb 2018 - Present

As a Designer at faithlife I am responsible for supporting Faithlife's design, marketing, and ecommerce design needs to ensure the end product meets the consumer's needs. I am able to apply design thinking to problem solving, and will work collaboratively to present work with sound strategic reasoning and strong creative rationale. I work to Create satisfying and compelling experiences on our sites, with a focus on reshaping the customer experience to maximize conversions and better empower our customers to become users.

Freelance Designer

Jun 2016 - Present

From illustration to web design and branding, doing freelance work has given me the opportunity to invest and grow in myself by taking on contract work that pushes me outside of the confines of my daily work. Through freelance design I am able to continue to hone my craft and help facilitate new endeavors with creative problem solving.

REFERENCES

Head of Design | Faithlife

Micah Ellis

Phone: (207) 542-4053
Email: Micah.Ellis@faithlife.com

UI Design Team Lead | Faithlife

Shiloh Hubbard

Phone: (206) 412-1419
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Art Director | Faithlife

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INTERESTS



Craft Coffee & Roasting



Traditional Bookbinding



Gardening & Houseplants



WoodWorking