



Tim Dosé

User Experience Designer

I'm lucky to be a UX Designer. I love to deeply **understand the customer**, create great **experiences that speak to emotion**, and see meaningful business **metrics go up as a result**.

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Work Experience

OnDeck

2015-present **Lead Interaction Designer**

- Led UX design for OnDeck's partnership with a top US bank, which will bring a **huge revenue stream** to OnDeck and a **groundbreaking loan experience** to the bank's customers.
- Led UX design and AB testing for OnDeck's loan application and customer portal, leading to **\$1M+ in increased revenue**.
- Established a customer research practice at OnDeck. Improved products and built organizational customer empathy through interviews, usability testing, customer visits and more.
- Led collaborative design sessions to establish how UX works within the existing dev process.

Yodle

2012-2014 **User Experience Manager**

- Led user testing and A/B testing on Yodle.com which **raised web conversion 30%**.
- Led the re-design of Yodle's CMS, powering over 10,000 of Yodle's client sites. Led to a **17% increase in client satisfaction** and a **60% improvement in setup time**.
- Conducted A/B tests on Yodle's customers' sites which **improved conversion 10%**.
- Pioneered Lean processes with the Marketing team.
- Managed and mentored Interaction Designers, Visual Designers, and Front End Developers.

2012 **Lead UX Developer**

- Led the design and development for over 100 templates for Yodle's client site builder.
- Collaborated with Marketing Ops to run Yodle's first A/B test which **increased conversion 9%** on Yodle's customers' sites.

2011-2012 **UX Front End Developer**

- **Increased template quality and development speed** by standardizing design and dev processes.
- Designed and developed dozens of web templates.

2010-2011 **Web Designer/Developer**

- Created client sites and pioneered design/development techniques on newly built in-house CMS.
- Trained and supported Client Service Reps on in-house CMS.
- Mentored and trained fellow developers in best practices, including JavaScript and Firebug.

Rebel Monkey Games

2007-2009 **Lead Game Artist/Technical Artist**

- Created 2D and 3D character and background art for Flash-based multiplayer casual games.
- Designed, developed, and illustrated an animated avatar system for users to customize their in-game characters along 20+ parameters.

Lindgren & Smith, Inc.

2001-2007 **IT Specialist**

- Developed and maintained multiple company websites.
- Designed and built custom database solution to track clients, projects, and invoices.

About Me

Skills

- UX/Interaction Design
- Customer Research
- Content Development & Strategy
- Project Management
- Team Management

Techniques

- Agile UX, Lean UX
- Customer Journey Analysis
- Usability Testing
- A/B Testing
- Information Architecture
- Process Flows, Wireframing
- Card Sorting & Tree Testing
- Persona Development
- Responsive Design

Tools

- Axure, OmniGraffle
- Sketch, Adobe Creative Suite
- UserTesting.com, Optimal Workshop, InVision
- Optimizely, Mouseflow, FullStory, Google Analytics
- Jira, Trello

Education

- BFA in Illustration, Syracuse University

Recently Read

- Emotional Design by Aaron Walter
- 100 Things Every Designer Needs to Know About People by Susan Weinschenk
- Letting Go of the Words by Ginny Redish