



Tim Dosé

Product & UX Design

I love to deeply understand customers, create experiences that speak to emotion, and see meaningful business metrics go up as a result.

Experience

OnDeck

2015-present Lead Interaction Designer

UX design for OnDeck's partnership with a top US bank. Brought a huge revenue stream to OnDeck and a groundbreaking loan experience to the bank's customers.

UX design and AB testing for OnDeck's loan application and customer portal.

Established a customer research practice. Improved products and built customer empathy in the company through interviews, usability testing, and customer visits.

Led collaborative design sessions to fix how UX works within the 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 client sites. Led to a **17% increase in client satisfaction** and a **60% improvement in setup time**.

Conducted A/B tests on client sites which **improved conversion 10%**.

Pioneered Lean processes with the Marketing team.

Managed and mentored UX 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 site 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 new 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.

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About Me

Skills

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

Techniques

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

Tools

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

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