

# Casey Zumwalt, Designer

## INTRODUCTION

User experience designer and front-end developer. Passionate about designing for users. Innately curious and a constant learner. A confident, patient collaborator. Happiest contributing to a team. Proven track record of designing, shipping, and iterating on successful website and application design experiences.

## SKILLS

User interface and user experience design, front-end development (HTML, CSS, Sass/LESS, JavaScript), responsive design, rapid prototyping, version control (Git, SVN), command line

## INTERESTS

Usability, user testing and research, typography, photography, illustration, architecture, industrial design, wayfinding design, hand lettering

## CONTACT

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## EXPERIENCE

**Simple Focus**    Memphis, TN/Portland, OR  
*A user experience and usability company*

**Creative Director** 2013-Present

**UI/UX Designer** 2011-Present

- Led design and development efforts for websites and applications with hundreds of thousands of combined users.
- Led and designed user experience for [CrossBrowserTesting.com](http://CrossBrowserTesting.com), doubling user base over 24 months.
- Supervised and mentored a team of eight designers, developers, and strategists across two offices.
- Designed and led usability and eye tracking studies.
- Spearheaded hiring, recruitment, and internship program efforts.
- Opened a second office in Portland, Oregon.
- Promoted to Creative Director after 18 months with the company.
- Led design and development of multiple in-house tools, utilities, and apps, including productivity and user testing applications.

**Mabus Agency**    Tupelo, MS

*A regional advertising agency*

**Creative Director** 2010-2011

**Lead Designer** 2009-2011

- Directed user experience strategy, wireframing, prototyping and front-end design and development for web projects.
- Led design and managed production of print projects.
- Managed freelancer relationships and responsibilities.