

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, doubling user base and revenue 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.
- Designed and developed a custom app for facilitating mood board exercises.
- Collaborated on design and development of multiple in-house tools, utilities, and apps.

Mabus Agency Tupelo, MS

A regional advertising agency

Creative Director 2010-2011

Lead Designer 2009-2011

- Directed user experience strategy, wire-framing, prototyping and front-end design and development for web-based projects.
- Created and managed production for print projects.
- Managed freelancer relationships and responsibilities.