



Derek Payne

Principal Visual Designer | User Experience Manager

derekpayne.net

To whom it may concern,

First of all, thank you for taking a few moments to learn about my background and experience, as well as giving me an opportunity to submit my name for consideration regarding your company's available position.

I am a passionate Principal Visual Designer / UX Manager who is responsible for overall style, user flow and brand consistency for all types of websites and applications. I have an eye for clean and artful design, while maintaining user-friendly design practices and functionality. I possess superior UI skills and am able to translate high-level requirements into beautiful, intuitive, responsive and functional user interfaces.

My key experiences are as followed:

- **User Experience Manager:** As a UX Manager with Angie's List, I help lead and establish what a good experience will be within our products. From micro-interactions, visuals and touch points within the journey, I am a champion for the customer and work to set specific values for our team to meet. I collaborate with C-Level Executives, SVP's, Creative Directors, Product Owners and team members to define and implement innovative UI solutions and visuals, for direction and user experience on both desktop and native mobile applications.
- **Principal Visual Designer:** As the Principal Visual Designer for Angie's List, I am design lead for brand direction and consistency across applications, websites and digital content throughout the company. I work as lead designer for a team of 7 Visual Designers and 3 Interaction Designers. I am responsible for translating design direction, feedback, design reviews and leadership goals into implementing high quality design solutions that are on time, on scope and additive to use.
- **Front-end Developer:** I have implemented front-end solutions utilizing valid HTML and CSS, with grid-based frameworks such as Foundation and Bootstrap. Occasionally I have implemented specific functionality or controls that require JQuery / Javascript manipulation.

I believe I would be a very strong candidate to join your team. I'm reliable and extremely passionate towards anything I'm involved in. I strive to stay motivated and committed to expanding my skill sets, as well as our team's. I consistently welcome new challenges and experiences on a daily basis.

I would love the opportunity to discuss a position further. Should you need any references, they are available upon request. Thanks again for your time and consideration.

Sincerely,

Derek Payne



812.704.2780



derek@derekpayne.net



linkedin.com/in/derekpayne



dribbble.com/dnpayne



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What I Offer

As a UX Manager, Principal Visual Designer and Front-end Developer I have helped many businesses improve their products and overall digital brand presence. From initial concepts to implementation, I bring an extreme attention to detail and user-first approach that helps uncover problems and forge user-friendly solutions.

Photoshop	●●●●●●●●●○
Illustrator	●●●●●●●●●○
Dreamweaver	●●●●●●●●●○
HTML	●●●●●●●●○
CSS	●●●●●●●●○
Principle	●●●●●●●○
Sketch	●●●●●●●●○
Axure	●●○○○○○○○○
After Effects	●○○○○○○○○
GIT	●●●●●○○○○
Bootstrap	●●●●●●●●○
Foundation	●●●●●●●●○
iOS	●●●●●●●○
Wordpress	●●●●●○○○
Balsamiq	●●●●●●●●●
InDesign	●●●●●●●●●
InVision	●●●●●●●●●
Keynote	●●●●●●●●●

Experience

Angie's List 2016 - Present

User Experience Manager - *Former: Principal UX Visual Designer*

Angie's List is the number one brand in the home services marketplace. I've had the privilege to work on a multitude of projects and collaborate with a very talented group of individuals that directly enhance and innovate our company's product line.

My responsibilities include, but are not limited to:

- Collaborate with product owners to define and implement innovative UI solutions and visuals for direction and user experience for desktop and mobile applications
- Execution of all visual design stages, concept to final hand-off
- Lead the evolution of Angie's List design system, branding and conceptualize original ideas that bring simplicity and user friendliness to complex design
- Create wireframes, storyboards, user flows and site maps to effectively communicate interaction and design ideas
- Lead and participate in design thinking workshops that help to identify problems, opportunities and design solutions
- Present and defend designs and key milestone deliverables to peers and executive level stakeholders
- Design reviews with Interaction and Visual designers for solution delivery
- Lead Designer for 10 Visual and Interaction Designers, while mentoring others and shaping team culture
- Collaborate with Strategy and Research on user studies and evaluate feedback
- Establish and promote digital design guidelines, best practices and standards across many applications, websites and devices

Other

Heartland / Global Payments 2009 - 2016

Senior Manager, UI/UX Design

Payne Photography Studio 2010 - 2015

Owner / Lead Photographer

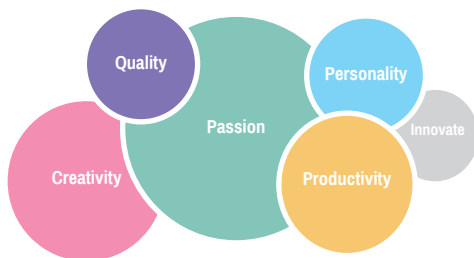
The Travel Authority 2005 - 2009

Art Director / Web Designer

Education

Purdue University 2000 - 2004

Computer Science
Computer Graphics Technology



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