David Service

User-Experience (UX) Strategy & Product Design

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in David Service

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Summary_____

I help organizations solve challenging business problems by delighting their users with meaningful, top-quality solutions across web, native apps, and service-based platforms.

For the past 8 years, I've worked with diverse teams (large and small) to create detailed UX research, comprehensive project strategy & planning, and compelling design deliverables to meet pressing business goals.

Skillsets_____

UX (8+ Years)

- User-Centered Design Strategies
- UX Research & Analysis
- Personas & Empathy Mapping
- Experience & User-Story Mapping
- Card-Sorting & Tree-Testing
- Information Architecture (IA)
- Content Strategy
- User-Flows & Concept Sketching
- User-Interface (UI) Design
- Wire-Framing & Prototyping
- Usability Testing

Software (10+ Years)

- Photoshop, Illustrator, InDesign
- Acrobat, Premiere
- OmniGraffle, Sketch
- InVision, Axure, & Zeplin
- Microsoft Office Suite
  (Word, Excel, Powerpoint)
- Apple Keynote
- Google Analytics & cPanel
- Wordpress CMS
- Social Media Management
  (Buffer & Hootsuite)
- Mailchimp Email Management
- JIRA Task Management
- Confluence Library

Languages (5 Years)

- HTML 5
- CSS 3 / Sass
- Javascript/jQuery
- Bootstrap
- HTML Email Design
- *PHP / My SQL*

Experience & Results_____

Personal Projects (while undergoing U.S. Immigration Process)   *Freelance*
(July 2020 - Present)

Scope Roles: iOS/Android App Design | UX Research | Content Design & Production | Patent Research

- Researching, planning, & designing/validating custom native applications (iOS/Android) for Mobile & Wearable devices; pursuing several applicable patents for above project.

- Comprehensive upgrade of Portfolio Website; completed introductory-level PHP & MySQL to include enhanced functionality and expanded content.

- Volunteer work with local UX/Content Strategy meet-up; created comprehensive content library for members and local designers to access on-demand.

- Completing several articles, reviews, and videos for industry-leading publications.

UX Strategy & Product Design   *Independent School Management*
(November 2018 - June 2020)

Scope Roles: Web App Design | UX Research | Service Design | Team Leadership & Mentoring

• Completed ground-up redesign of flagship software ($3M+ per year revenue); formulated a "Vertical Integration" plan for additional revenues through cross-promotion.

• Formed dedicated in-house Product Team from scratch; mentored and guided this team through several successful projects across multiple departments.

• Streamlined digital Survey Product with 300% increase in initial productivity; introduced new automated product offerings to expand market reach.

• Designed integration plan for Salesforce across multiple digital touch-points.

UX Research & Design   *Morgan, Lewis, & Bockius LLP*
(April 2018 – November 2018)

Scope Roles: Web/App Design | UX Research | Content Strategy | UX Strategy Development

• Successfully completed work on a $12M industry-standard eData information system, and company-wide contact app for Android/iOS platforms.

• Implemented user-research and analytics-based research strategies; synthesized results to uncover use-cases for over 3,700 employees across 30 international offices.

• Worked with diverse teams to discover and solidify project requirements, design solutions, and implement solutions with developers.

UX/Content Strategy Consulting & Skill Upgrades   *Freelance Consulting*
(June 2016 – Dec. 2017)

Scope Roles: Web/App Design | UX Research | Content Strategy | Front-End Web Development | SEO/ SEM Technical Copywriting

• Created responsive web design project for Toronto Community Housing.

• Developed user-targeted content for several clients (i.e. major online classifieds provider, SEO agency, creative agency).

• Completed Web Design course via Treehouse online platform; acquired fluency in front-end design technologies (HTML, CSS, jQuery, Bootstrap).

JFDL Hospitality Group　　　　　　　　　*User/Customer-Experience (UX/CX) Design*
(July 2013 – Dec. 2015)

Scope Roles: User-Research **|** Strategic Planning **|** UX Design **|** Content Strategy **|** User-Testing

- Established a new core business strategy, project scope, and brand style-guide; increased sales 31% ($1.6M to $2.3M) in the first 18 months.

- Designed website and social media program; established advertising and customer feedback channels for continued design iterations of customer-experience.

BlackFly Mobile/Burn Media　　　　　　　　　*UX Design & Content Strategy*
(Sept. 2011 – July 2013)

Scope Roles: User-Research **|** Responsive Web Design **|** UI Design **|** User-Testing **|** Visual Design

- Designed and developed web content strategy for several agency clients.

- Validated initial BlackFly Mobile start-up product concept through creation of eCommerce website and vendor network; sold all initial stock ($16K) in 2 days.

Education _____

UX Strategy & Web-Design (2016-2017)
(Springboard Online Platform) UX Design Intensive Program
(Treehouse.com) Web Design

Sheridan College (2011)
Advertising & Marketing Management (Post Graduate Certification)

Sheridan College (2008)
Design Fundamentals (Post Graduate Certification)

University of Toronto (2005)
Honours BA. Psychology, Economics, English Literature

To download a copy of my portfolio, please visit http://www.davidserviceux.com.