

JOHN R. STEBBINS

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Senior UX / UI Designer

- Innovative designer with record of success in user experience (UX) and user interface (UI) design and implementation with expertise in meeting and exceeding client and company expectations.
- Creative leader and “working manager” with passion for building teams, meeting with clients, and evangelizing products that align with creative values and vision.
- Extensive portfolio working with multiple verticals within diverse industries; clients include, but not limited to: *Microsoft, AT&T, Carnival Cruise Lines, Hyatt, World Class Strategy, Susan G. Komen for the Cure, Compaq Computers, Bing, Box.net, Cricket Wireless, One Medical Group, Skoda Automotive, Streambox.com, Drugstore.com, Classmates.com, Washington Biotechnology and Medical Technology Association Online, The Hope Heart Institute, Northwest Association for Biomedical Research, Student Loan Finance Association, and Federal Home Loan Bank of Seattle.*

AREAS OF EXPERTISE

User Experience and User Interface Design | iOS/Android Mobile Application UX | Enterprise UX/UI | Front-End Development | Site Maps | User Research | Marketing

Mobile User Experience | Usability and A/B Testing | Creative Content Development | Application Creation Prototyping | Responsive Web Design | Information Architecture | Interaction Sorting | Graphic Design | HTML

EXPERIENCE

Director of Design (UX/UI) | **HELM** | Bellevue, WA July 2019 to Present
Lead the next generation creative vision and UX for the Helm app (iOS and Android), website, SaaS solutions and all other creative while supporting the UX/UI of upcoming features.

SR UX / UI Designer | **ALLOVUS DESIGN — MICROSOFT CORPORATION** | Redmond, WA January - July 2019
As part of the Enterprise Software Experience Design team, work with a Global internal sales team to re-envision and redesign the UX of internal software tools. Providing UX/UI expertise and support for consolidation and migration of large software portfolio to a new platform with design supporting Microsoft's newest design language and libraries.

Enterprise UX / UI Designer (Freelance) | **N2UITIVE CORPORATION** | Seattle, WA 2018 to Present
Lead the UX and UI redesign for an enhanced enterprise web application that records, stores, annotates, and documents insurance claims. Enhancing platform with innovative design features that ensure user-friendliness for insurance adjusters while claims are being investigated, as well as for supervisors to track claim status.

- Efficiently manage project with anticipated completion in late 2018; on track for on-time delivery.

Senior Interactive Designer | **BPD ADVERTISING** | Boca Raton, FL February - August 2018
Recruited to deliver high quality digital design solutions to clients. Utilize expertise to create dynamic html5 display ads, banners, email campaigns, and UX /UI design work. Enhance internal corporate website and lead UX/UI project for proprietary app design. Collaborate with account team to understand customer needs and execute interactive design work that meets and exceeds expectations.

Director of User Experience | **HACKER AGENCY (formerly Hacker Group)** | Seattle, WA 2011 to 2018
Managed multidisciplinary team of 10 web developers, QA resources, and interactive designers. Oversaw the daily activities and delivery of all UX/UI design, development, QA, and email marketing workload. Ran the execution of all digital interactive design work inclusive of banners, application design, landing pages, responsive html email, response capture sites, and email marketing campaigns. Interacted with clients to understand needs and collaborated with diverse teams to deliver solutions and develop overall best practices.

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- Led digital transformation from traditional print to delivering innovative, forward-thinking solutions.
 - Identified gap in internal communication; spearheaded development of multi-purpose team comprised of developers and designers to solve knowledge gap and revolutionize interactive work.
 - Evangelized front-end development to deliver an outstanding user experience for customers.
 - Managed team in optimizing user interfaces and experiences with emphasis on sales and conversions.
 - Spearheaded innovative product enhancements for AT&T account resulting in 300% increase in click through rates and was a key member of agency pitch teams securing new contracts.
 - Contributed efforts in global merging, rebranding, and the development and launch of new website.
 - Presented innovation in native marketing with an email focus at Forrester's Forum for Customer Experience Professionals West.

Creative Director | **EDUCATION DYNAMICS (formerly World Class Strategy)** | Seattle, WA 2005 to 2011
Managed bi-coastal team of designers, front-end developers, and copywriters overseeing all creative products and activities. Coordinated online content to support e-commerce efforts, lead generation, strategic programs, mobile site development, and prospect development. Directed the development of marketing and advertising collateral and managed UX/UI design work for display advertising, funnel conversion, testing, and optimization plans. Communicated status updates and focus group assessments to stakeholders to develop, optimize, and execute innovative strategies. Conducted branding research for alternate channel marketing and established best practices and technical process standards. Cross-functionally collaborated with marketers, writers, and project stakeholders to ensure delivery of creative assets were aligned with vision.

- Integral member of start-up team contributing to successful status of becoming the most profitable company, by net margin, within the United States catalyzing profitable sale of company, 2009.
- Spearheaded all creative design work for every channel including direct mail, websites, banners, and email campaigns.
- Recognized as OMMA (Online Media and Marketing Association) award finalist for best integrated online campaign, 2009.
- Liaised with multiple departments and executive management, to ensure creative values were implemented in strategy development and execution.

ADDITIONAL EXPERIENCE

Web Producer | **XBOX.COM / MICROSOFT**

Principal and Creative Director | **GLYPHICMEDIA INTERACTIVE**

Internet Art Lead | **EDMARK CORPORATION**

EDUCATION AND PROFESSIONAL DEVELOPMENT

BA, Biology | **UNIVERSITY of NORTH CAROLINA at CHAPEL HILL** | Chapel Hill, NC

Management Fundamentals | **AMERICAN MANAGEMENT ASSOCIATION** | 2010

Various Ongoing Education | **SCHOOL OF VISUAL CONCEPTS** | Seattle, WA

UX Design and Development Workshops | **AN EVENT APART** | 2006 – 2009

Workshop | **"DON'T MAKE ME THINK!", A COMMON SENSE APPROACH TO WEB USABILITY, STEVE KRUG** | 2008