

RON SEIDEL

USER EXPERIENCE DESIGNER

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I'm a problem solver who can play multiple positions throughout the software development process by **brainstorming, wire-framing, prototyping, testing,** and **documenting** digital experiences that make users feel like all-stars.

DMW&H :: WEB DEVELOPER :: 2014 - 2017

Working on a diverse team, I increased UX awareness in an industry that sometimes looks at the user experience of software as only "marketing sizzle."

DESIGN + DEVELOPMENT + DOCUMENTATION

- Designed **iconography** using **Illustrator** to create a family of industry-specific icons to make a menu easier to use and navigate.
- Redesigned 40+ reports for a **data visualization/BI** suite using **MS SSRS** to improve statistical analysis capabilities.
- Designed a **template** for **swim lane diagrams** to help stakeholders understand **multi-interface** software projects more easily.
- Using **PowerPoint** — with maintainability and layout-friendly alignment in mind — designed slide-based **reference/how-to guides**.
- Designed and built a **web-based prototype** of a native Windows application using **MS Visual Studio, Bootstrap,** and **ASP.net**.
- For testing printing **templates**, designed and built a **form-based** utility that lets users quickly send ZPL code to an IP address.

TESTING + TRAINING

- Traveled to 20 distribution centers around the US for **testing** and to conduct **training** of operations and management personnel.
- **Located, recreated,** and **logged** bugs in software by first testing expected user action sequences and then using lateral thinking.

RACY SIDES :: UX DESIGNER + DEVELOPER :: 2012 - PRESENT

Racy Sides is a venture that I run and operate as a freelancer to design and build intuitive, user-centered websites. I make clients proud of their homes on the web!

Some of my favorite projects include:

- **BRUDDER FILMS:** This site uses **responsive web design** to provide immersive experiences on large screens and a different, deliberate, **app-like** feel on **mobile** devices. These filmmakers are great to work with because they have such high standards.
- **DAVE LADEN + RIC CANTOR:** These established directors want to show their large catalogues (100+ clips), so I designed and built **custom WordPress themes** for them. Having creative powerhouses like these dig my designs is always a confidence-boost.
- **CHULO RECORDS:** For this Latin music label, I designed and built an **e-commerce website** that makes buying their albums even easier than dancing to their music. I also designed sites for their bands: **Los Hacheros, Melaza,** and **Peliroja.**

EDUCATION

The College of New Jersey
Ewing, NJ :: 2007 - 2011

Graduated *cum laude*, earning a B.A. in Journalism, Communication, and Music, with a focus on Interactive Multimedia.

Golden Key International Honour Society

SKILLS

Sketch	Illustrator	Photoshop	InDesign
Inkscape	PowerPoint	Keynote	MS SSRS
HTML5	CSS3/Sass/LESS	jQuery	SQL
Bootstrap	Foundation	WordPress	Drupal
Logic	ProTools	Ableton	Gadget