

RON SEIDEL

USER EXPERIENCE DESIGNER

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Collaborate and
communicate effectively



March to the beat
of my own drum



Happy when my team is greater
than the sum of its parts

Experience

Prudential - 09/2017 to Present

User Experience Designer (Roseland, NJ)

Working with multiple teams and projects to create great customer experiences:

- Collaborate in an **agile environment** to see user stories through from ideation and sprint planning to execution and release
- Design modern, intuitive, user-centered customer experiences while adhering to a **design system** and its patterns
- Translate ideas and concepts into functioning **InVision** prototypes in as little as one day (using **Sketch**)
- Using my **technical background**, develop and **code** interfaces
- Conduct/analyze usability testing (with **UserTesting.com**) to learn and gain insight about our designs and flows
- Create **key findings reports** for **Design Sprints** and **usability studies** by finding patterns in user feedback, analyzing data, and editing highlight reels to share with senior leadership

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

DMW&H - 01/2014 to 04/2017

Web Developer (Carlstadt, NJ)

Working on a diverse team, I increased UX awareness by doing the following:

- 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 projects more easily
- Using **PowerPoint** — with maintainability in mind — designed **slide-based reference/how-to guides**

Freelancer - 12/2012 to Present

UX Designer and Developer (Remote)

I design and build **intuitive, user-centered** websites. I make clients proud of their homes on the web! References available upon request.

Skills

Sketch

Wireframing

Javascript

Illustrator

Prototyping

jQuery

Photoshop

Programming

Sass/LESS

InVision

Testing

HTML5/CSS3

Adobe XD

Analysis

Bootstrap