DEE SADLER
User Experience Strategy & Interaction Design

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SKILLS

USER EXPERIENCE SKILLS:

UX Management, mobile UX, wireframing, prototyping, personas/ behaviors, information architecture, card sort, user testing, current state analysis, affinity diagramming, experience maps, user requirements, competitive/ comparative analysis, creative briefs, sketching and other parts of the UX process.

UI SKILLS INCLUDE:

Visual design, responsive web design and HTML/CSS, spec documents, style guides, standards creation, presentations.

SOFTWARE:

Axure, UXPin, Omnigraffle, Sketch, InVisionApp, Adobe Creative Cloud apps including Adobe Comet, Photoshop, Illustrator, InDesign, Dreamweaver, Animate, jQuery, Bootstrap.

CERTIFICATIONS:

Adobe Certified Instructor for 18 years, CompTia CTT+ Technical Trainer Certification.

EXPERIENCE

HIGHWAY 22 — Kansas City, MO
Design Director | UX   September 2015 – Present

Research and interaction for an Marketing agency, and Federal online insurance application, to increase understanding of the user, by utiliziing demographics, competitive/comparative analysis, current state analysis, personas, experience maps and presenting the UX process to stakeholders, thus changing major aspects of the products.

Led the redesign of the Highway 22 web site, including user research, current state analysis, content strategy, evaluating two interim prototypes, and contributing the HTML andCSS to the final production code. The updated site has increased traffic and online referrals by 36.73%.

A BOX OF PIXELS — Overland Park, KS
PRINCIPAL UX DESIGNER   January 2001 – Present

Current project is mobile UX of a mobile chat app. Decreased steps, to a create a simplified and cohesive design starting with the Sign In process. Research, analysis, interaction and visual design.

Research and interaction design, web design for MacSource, River City Solutions, Ingrams magazine, David Nanos productions, ThinqDigital and F2 New Media.

Adobe Certified instructor, for ThinqDigital, and did demos across the country for Adobe as well as events and video tutorials for Total Training.

Sunflower Dermatology launched their website with SEO in mind before building the website which preserved the budget and reduced implementation costs. SEO was or has been implemented. 277.22% increase in organic traffic within 60 days.

H&R BLOCK — Kansas City, MO
UX MANAGER | INTERACTION   January 2013 – April 2015

Managed a team of interaction and UI designers using the Sit Lead method for the retail and digital teams at H&R Block.

Project managed, team lead, research and interaction for mobile apps decreasing pages needed while increasing user interactions by 165%. Created interaction standards, spec docs, style guides, 10 prototyes for user testing and consulted on creating responsive websites for multiple internal teams.

SPRINT — Overland Park, KS
UX/UI STRATEGIST III   August 2010 – January 2013

Created a customer care browser-based app for the Chrysler car application program starting with business requirements and stakeholder interviews, to design to helping with the CSS. Worked on an agile team to create the Sprint Zone app itself, helping with the interaction and UI while worked hand-