



Don Demrow, CUA

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CUA Usability Analyst Certification by Human Factors, International (HFI) - #2018-6986
SEO / SEM Certified, Tampa SEO Academy

Professional Experience

UX/UI Designer - Jun 2018 – Present: UXinnova Consulting, Weeki Wachee, FL, USA

- UX research, testing, product design, flows, wireframes, mockups, interactive prototypes, RWD (responsive) development for Fortune 500 companies such as Bank of America, Dish Networks, all SEO / SEM
- ADA / WCAG / Section 508 compliance, User Centered Design (UCD), Usability / UI / UX recommendations

UX/UI Design Architect - Nov 2018 – Dec 2019: PCR Consulting, Charlotte, NC, USA (*Client: ACN, Concord, NC*)

- Created development plans, wireframes, mockups for interactive RWD (responsive) websites and apps
- Led product design team for mobile app “Compass” tool for sales staff
- Implemented corporate-wide UX plan with usability testing and formal UX processes, advocating for users
- Initiated and led corporate-wide ADA / WCAG / Section 508 accessibility compliance projects
- Translate user data into ROI-enhancing UX
- Assisted and mentored staff SEO Manager with on-page SEO, PPC campaigns

Senior UX Architect - Aug 2015 - May 2018: Xerox / Conduent UX Group, Chicago, IL, USA

- Created RWD (Responsive Web Design / phone first) UX design wireframes, mockups, and high-fidelity interactive prototypes for Xerox Fortune 500 clients such as Ford, Daimler Benz, Lockheed-Martin, Boeing
- Enforced developer compliance to established style guide and UX Presentation standards and conventions
- Gather requirements to produce UI recommendations, presented research results to executive management
- Consulted with developers for on-page SEO optimization for B2B products

Lead UI / UX Designer - Oct 2014 - May 2015: Apex Data Solutions, Tampa, FL, USA (*Client: VA, Washington DC*)

- Created UI designs for VA social application, and life-saving VA Allergy / Medication reconciliation application
- Designed interactive, RWD HTML5 / CSS3 / JavaScript User Interfaces driven by UX research
- UX - wireframes, mockups, responsive / mobile device ready high-fidelity prototypes for VA clinical software
- ADA / WCAG / Section 508 compliance, User Centered Design (UCD), Usability / UI / UX recommendations

UI / UX Front-End Designer - May 2013 - Oct 2014: New York Life, Tampa, FL, USA

- Designed RWD websites and applications based on UX research, testing, and user interviews
- Multivariate (A/B and A/B/x) testing, and usability testing
- Usability / UI (User Interface) and UX (User Experience) design and development for NYL websites
- SEO / SEM optimization for B2B and B2C websites and applications

UI / UX Designer/Developer - Nov 2012 - May 2013: Citibank IT, Tampa, FL, USA

- Designed and developed new RWD Business Data Portal - a Citibank global internal online app with proprietary XML/AJAX driven content management system, and XML-based search functionality

UI / UX Designer/Developer/Information Architect - Mar 2012 - Oct 2012: BestProWeb, Bonita Springs, FL, USA

- Create responsive, cross-browser compatible, Section 508 accessible, user-centered design (UCD) UI web design and mobile device applications using my own proprietary RWD framework, HTML5, CSS3, JS, SQL

Marketing and UI/UX Designer - Oct 2010 - Mar 2012: Viles and Beckman - Ft. Myers, FL, USA

- Designed, developed, and managed all corporate websites with emphasis on UX/UI/UCD best practices
- Created, implemented, and managed many successful SEO campaigns
- Created RWD accident reporting online application for smartphone and tablets in ASP and PHP

Human Factors Engineer/UX/UI Design - Apr 2008 - Oct 2010: Citibank IT - Jacksonville, FL, USA

- Assisted onshore and offshore developers with complex UI development
- Created user interface standards and designs, storyboards, work flows, wireframes, mockups, and prototypes
- Administered usability testing, created UI test scenarios
- Created and enforced UI / UX / usability, coding, and design standards
- Established and enforced new standards for application coding and usability design standards
- Initiated section 508 / ADA / Accessibility, and UI / Usability initiatives

Lead UI Web Designer - Sep 2007 - Mar 2008: American Modern Insurance Group (AMIG), Amelia, OH, USA

- Managed and mentored usability team members, UI designers, and application developers
- Developed and maintained advanced logic for interactive forms, websites, and applications
- Established and enforced standards and designs, wireframes, mockups, prototypes
- mentored development team members on UI / UX and SEO best practices
- Administered usability testing, created UI test scenarios and personae

Web Manager - Sep 2006 - Sep 2007: Allen Systems Group (ASG), Naples, FL, USA

- Designed, developed, and maintained website logic, database administration for websites and applications
- Managed and mentored design and dev teams, supervised web UI design, development, and content
- Developed, implemented, and managed Search Engine Optimization (SEO) plan and PPC campaigns
- Developed and implemented successful lead generation plan and application

Senior Web Designer / Developer - Aug 2005 - Aug 2006: vFinance, Inc., Boca Raton, FL, USA

- Developed highly complex interactive ASP database-driven web-based financial management software
- Created graphic UI designs and corporate brand elements, created and led corporate marketing presentations
- Designed and developed corporate executive intranet, internet portal applications, and extranet applications
- Initiated and managed SEO/SEM program

Web Designer / Developer - Jul 2005 - Dec 2005: Chenega Integrated Systems, LLC, Jacksonville, FL, USA

- Developed complex database-driven websites using Active Server Pages (ASP) and MySQL databases
- Created original user interface designs from employer specifications
- Designed and developed corporate executive intranet applications in ASP and ColdFusion
- Conducted SEO research, and implemented successful SEO strategy

Software Designer / Developer - Nov 2004 - Jul 2005: Recruitmax Software, Inc., Jacksonville, FL, USA

- Designed and developed corporate executive intranet intuitive applications in ASP and ColdFusion
- Developed database-driven web-based employment application, screening, and personnel management systems using ColdFusion and SQL Server

Various Web Software Design and Development roles – various companies in US and Europe – 1998 - 2004

- Details available upon request.

Education

- **May 2018:** Human Factors, International, San Antonio, TX - Formal Usability Training and Certification
- **Mar 2007:** Tampa SEO Training Academy, Tampa FL - Formal Search Engine Optimization Training
- **Mar 2003:** Learning Tree International, Chicago, IL - SQL Server 2000
- **Mar 2002:** UML - Rational Rose Object-Oriented Approach to Project Management
- **Apr 2001:** MATC Madison, WI - XML for Web Programmers
- **1998 - 1999:** UMUC, Overseas Military Campus, Bad Aibling, Germany - Studies in Computer Science

Military Service

US Army – 66th Military Intelligence Group - Honorably Discharged

Technical Skill Highlights

UI / UX/HCI / UCD

- Mobile Website Design - 9 years
- "Mobile-First" Responsive Design – 7 years
- Usability, and usability testing - 12 years
- Wireframes/mockups/prototypes - 12 years
- HCI (Human/Computer Interaction) -12 years
- UCD (User-Centered Design) - 12 years
- Human Factors - 12 years
- UX (User Experience) - 12 years
- UI (User Interface) - 22 years
- User Flows - 12 years
- Storyboarding - 12 years
- Intuitive Design - 22 years
- Card Sorting / Taxonomies - 12 years
- Morae - 3 years

Project Management Methodology:

- Agile -6 years

Front-End:

- HTML -22 years
- CSS -21 years
- HTML5 - 8 years
- CSS3 - 8 years
- Responsive Design -9 years
- DHTML - 19 years
- XHTML -17 years
- XML - 16 years
- AJAX - 9 years
- JavaScript - 21 years

Design Tools:

- Axure - 1 year
- Photoshop - 20 years
- Adobe CS (Creative Suite) - 12 years
- Visio - 11 years

Database:

- MS SQL Server - 20 years
- MySQL - 19 years

Server-Side Development:

- ASP Classic / VBScript - 21 years
- PHP - 4 years
- Cold Fusion - 5 years

Office Tools:

- MS Office: Word, Access, Excel, PowerPoint - 21 years

Productivity and Source Control:

- Source Tree (GIT UI) - 3 months
- SVN (Subversion) - 3 years
- TFS (Team Foundation Server) - 2 years
- VSS (Visual Source Safe) - 8 years
- Atlassian Jira - 2 years

Accessibility and Validation:

- Section 508 / WCAG / Section 508 - 15 years