JEFF KREBS

Senior UX Designer

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SUMMARY

Senior UX Designer and Researcher with years of experience designing responsive and mobile applications from ideation to launch. Collaborated with Agile teams to deliver wireframes, high-fidelity mockups, interactive prototypes, and design specifications based on data and user research. Experienced in startup environments.

EDUCATION

08/2015 - 08/2018

Master of Science, User Experience Design
Kent State University

- User experience design, user research, usability testing, information architecture, and persona development

SKILLS

UI/UX Design	Wireframes	High-fidelity mockups	Interactive prototypes	Mobile and responsive design
User journey maps	Design systems	Design thinking	User-centered design	User research	Usability testing
User personas	Analytics	A/B testing	Agile and Lean UX	Figma, Sketch, Adobe XD	HTML5, CSS, JavaScript

EXPERIENCE

09/2023 - 01/2025

Remote

Senior UX Designer
Paradigm

- Created new design systems for mobile and desktop applications based on Material, Angular, and Ionic frameworks.
- Worked with product and engineering teams in an Agile environment to deliver prototypes and wireframes on new features and workflows.
- Evaluated existing user interfaces for accessibility, efficiency, and usability. Provided recommendations to the product and engineering teams.
- Championed a user-centered approach within the organization, influencing key decision-makers to prioritize user needs in product development efforts.
- Contributed significantly to the successful launch of multiple high-profile projects by delivering exceptional UX design work under tight deadlines.
- Participated in design review meetings to brainstorm new UX developments through collaborative thinking.
- Devised engaging wireframes and interactive prototypes, demonstrating key user journeys and interactions to stakeholders.
- Designed and developed a UX roadmap to guide product teams on key initiatives.

04/2022 - 06/2023

Remote

Product Designer
UpMetrics

- Designed a comprehensive prototype incorporating navigation, design, components, architecture, and user journey.
- Collaborated with the product owner to design a role-based permissions section in our administration module. Initial wireframes were refined to high-fidelity mocks, and passed to the engineering team.
- Redesigned the story module with a clean, modern design. New story creation, tags, and the ability to add video were built into the wireframes. A prototype was created to conduct usability testing.
- Designed new login pages based on engineering requirements that included a more modern design, error messages to help guide users, and responsive design to scale across device types.
- Designed high-fidelity wireframes of UpMetrics' home screen based on UX best practices.
- Designed a new dashboard with updated navigation, KPI widgets, and charts to improve data visualization.
- Incorporated a new design system and built custom components in Figma.
- Sole designer in an early-stage startup; I went from contract to full-time employee.

01/2022 - 07/2022

Burlington, VT

IDesigner
EBlock

- Designed a mobile application that incorporated gamification.
- Produced over 100 product videos in After Effects and Camtasia, with animations.

EXPERIENCE

04/2021 - 12/2021

Remote

UI & UX Designer

Meraki

- Designed a college selection application (Troove) from conception to launch. Responsive design principles were used to scale it across targeted device types: desktop, iPhone, and iPad.
- Redesigned a client's mobile application for lactation spaces in Sketch. Design, content strategy, navigation, usability, and user flow were improved. New features were also designed based on the initial interview with the CEO and SMEs. The CEO was so pleased that she had me present to her product team.
- Conducted user research with the client to develop personas. Personas were generated and presented to the client.
- Delivered high-fidelity wireframes and specifications to the engineering team.
- Created a style guide and incorporated a UI design system in Sketch to improve efficiency in development.
- Researched current design trends, techniques, and technologies related to UI and UX design.

09/2019 - 07/2021

Burlington, VT

UI & UX Designer

FEMC, University of Vermont

- Designed mocks in Adobe XD for complex, big data applications based on initial client vision, specifications, goals, and user needs.
- Created wireframes for desktop and mobile applications.
- Conducted heuristic reviews on existing applications, and provided feedback to improve usability.
- Developed user interface mockups and prototypes to illustrate how proposed applications should look and function for third-party clients.
- Evaluated existing applications and identified areas needing improvement in terms of UX design.
- Part-time contract position.

09/2018 - 04/2021

Remote

Technologist

SEI

- Designed a learning app using gamification to improve engagement, and conducted heuristic reviews on existing apps.
- Conducted user walkthroughs on the proposed VR application to gain feedback for final changes before the application was developed.
- Conducted heuristic reviews of several learning applications. Feedback was incorporated into the new wireframes, which were passed to engineering.
- I modified the React code of a grading tool to work correctly with the new LMS being incorporated into the university.

09/2018 - 04/2019

South Burlington, VT

Senior UX Researcher

Allscripts

- Created usability test plans, scenarios, and scripts for usability testing.
- Performed usability testing with users to identify areas for improvement in product design.
- Developed a usability framework and used research data to inform design decisions.
- Collaborated with designers, developers, and product managers to ensure the successful implementation of UX designs.
- Conducted user interviews to gain insights into user behaviors, needs, and motivations.

05/2014 - 09/2018

Burlington, VT

Learning Lead

Dealer.com

- Worked with engineering to design and create a new, in-app learning management system to provide learning materials to internal and external audiences.
- Designed and built a video blog platform to deploy training videos to employees.
- Ran A/B testing using Google Analytics.
- Developed websites using WordPress, JavaScript, CSS, and HTML5.