\<h1>*Stu Phelps* Sr. UX Designer*\</h1>*

*\<h3>*I'm an ****Atlanta based designer**** that specializes in creating digital products and experiences. *\
* I'm comfortable working on all aspects of the *\<u>*product cycle*\</u>*, from ideation to prototyping,****crafting beautiful UIs**** for web, mobile and indie games.*\</h3>*

Summary

- Over 20 years of experience in the tech industry as a Designer
- Served many roles including Product Designer, Front End Developer, Mobile App Designer and Game Developer.
- UX Design expertise spans internal and external facing Web, Mobile, and eCommerce.
- For every design, ensures ADA, Section 508 requirements and WCAG 2.0 AA Web is achieved.
- Has performed qualitative research through interviews, observations, research scripts and affinity mapping.
- Extensive experience designing prototypes spanning Visual Design, Interaction Design and Component Libraries.
- Highly skilled at leveraging task-based scenarios for A/B testing and Quantitative analytics and user survey to validate usability research.
- Has designed platforms, websites, micro-sites, mobile apps, dashboards, design systems, emails and many other digital and print materials.

Technical Skills

- **UX Methods:** User Testing, Research Synthesis, A/B Testing, Prototyping (Adobe XD, Figma)
- **UX Tools:** Figma, Axure, Sketch, Invision, Omnigraffle, Balsamiq, UXpin
- **Adobe Creative Suite:** XD, Photoshop, Illustrator, InDesign, Premiere, After Effects
- **SDLC Tools:** Jira, Github, Trello, Confluence, SourceTree, Bitbucket
- **Languages:** HTML, CSS, Javascript, JQuery, Python, C#
- **Frameworks/Libraries:** Bootstrap, Angular, Material Design, Kendo UI

Core Competencies

- User-Centered Design
- Design Thinking
- User Research
- Interviews & Surveys
- Competitive Market Analysis
- Conceptualization
- Information Architecture
- Persona Creation
- Task Flows
- Journey Maps
- Prototyping
- Wireframes
- Visual Design
- Interaction Design
- Web Design
- Front-End Development
- Mobile Design
- Design Systems
- ADA Compliance
- Usability Testing
- Style Guide Creation
- Agile Methodology
- Graphic Design
- Motion Graphics
- Game Design
- Game Development (Unity Engine)
- Game HUD Design (Unity UI)

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*<h1>***Stu Phelps**** Sr. UX Designer*</h1>*

Professional History

SS Data Info — 2024 – 2026
Sr. UX Designer / Front End Developer

- Complete product UI overhaul based on modern UX methods and customer feedback.
- Mitigated unexpected delays by pivoting to "designing in browser" (developed bootstrap templates for dev handoff and sped up timeline significantly)
- Ensured ADA AA as a minimum requirement, adhering to 508 compliance guidelines.
- Mentored design team in the creation of the design system and style guide.

Canopy — 2018 – 2024
Sr. UX Designer

- Redesigned entire IoT platform from the ground up culminating in the launch of v3 (Canopy version 3).
- Met with customers to understand pain points and used those insights to inform design decisions.
- Led team of developers during implementation of v3 and countless new features to ensure quality.
- Built the Design System and component library used by developers to ensure consistency.
- Helped steer the direction of the roadmap based on discovery sessions with stakeholders and users.
- Ensured Canopy v3 met ADA AA as a minimum requirement, adhering to 508 compliance guidelines.
- Designed companion mobile app focusing on device monitoring and management.
- Designed 'KPI Builder' (Key Performance Indicator) and 'Page Builder' tools with the goal of empowering internal team to have extensive control over customizing Canopy's Dashboards.

Blue Bomber Games — 2018 – 2021
Game Designer & Artist

- Brainstormed and refined the games unique 2.5D modernized pixel art style.
- Created and/or directed all game assets including art, animation, music and sound.
- Built HUD and iterated it over the course of early access through player feedback, surveys and game videos.
- Responsible for marketing and got invited to present at the Indie Megabooth GDC (Game Developers Conference) which led to releasing "Looking For Heals" as an exclusive announcement during the Kinda Funny E3 Showcase.
- Evolved gameplay through A/B testing and rapid iteration during early access culminating in full release on Steam.

eTelic Inc. — 2015 – 2018
UX Designer

- Designed and developed a fully responsive online archive for public access to legal documents.
- Ensured that the product was ADA compliant, mobile friendly and met government branding standards.
- Evangelized and transitioned the team to a UX methodology
- Negotiated through the approval process to ensure customer satisfaction and successful on-time delivery.

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Pure Red
UX Designer

2012 – 2015

- Crafted user interfaces that delivered optimal user experience by balancing, ease of use, visual appeal and best practices through the lens of our client's needs.
- Coached team on UX best practices promoting user-friendly design while keeping the retailers goals in mind.
- Designed and developed websites leveraging Wordpress so customers could update and maintain them.
- Designed websites, micro-sites, promotional emails and other digital promotional pieces.

The Creative Group
Web Designer/Developer

2011 – 2012

- Designed and maintained customer's website using Wordpress CMS.
- Email development from initial design, coding, testing and delivery of product.
- User-friendly design while keeping the retailers goals in mind
- Leveraged in-line styling and creative layouts to meet optimization constraints.
- Designed websites, micro-sites, promotional emails and other digital promotional pieces.

Freelance
Web Designer/Developer

2010 – 2014

- Designed collateral for several small businesses in greater Atlanta.
- Developed small marketing websites and online stores leveraging frameworks like Bootstrap and Wordpress.
- Evolved customer branding and delivered updated brand guide covering print and web.
- Adhered to client needs through excellent communication skills.

17 Hands Design
Web & Print Designer

2008 – 2010

- Designed websites, micro-sites, promotional emails and other digital promotional pieces.
- Created story boards, promotional posters and micro-sites for various independent films.
- Designed full annual catalogs for Horton Crossbows and Thompson/Center Arms.
- Designed and printed trade show booth collateral for various brands

Current Events
Graphic Designer / Video Editor

2006 – 2008

- Designed and maintained monthly coupon book featuring many local small businesses.
- Edited commercials for a variety of local businesses including restaurants, car dealers and funeral homes.
- Filmed and Edited multiple publicly broadcasted television shows.
- Created marketing collateral for digital and print for various local businesses.