

TED LEVINE

USER EXPERIENCE & INTERACTION DESIGN

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ABOUT

Well-rounded and versatile User Experience Designer in San Francisco with 8+ years of experience in mobile-first products, UX, UI, IxD, and research. Demonstrated success with large corporations including Capital One, Kaiser Permanente, Google, design agencies, and startups covering smart home automation, location-awareness, and B2B/B2C support experiences.

Seeking a senior-level position as a problem solver in UX, IxD, and UI focusing on consumer mobile-responsive & native.

SPECIALIZATIONS

- Ideation, Wireframing, Prototyping, Motion Design
- Quant/Qualitative Study, Heuristic Eval, Journey Mapping
- Collaborative Design With Teams, Stakeholders And Users

TOOLS

Sketch, UXPin, Illustrator, InVision, Marvel, Principle, Flinto for Mac, LucidChart, Zeplin, Tumult Hype, HTML/CSS, Motion, After Effects, Final Cut Pro, Omnigraffle, UserTesting.com

PROFESSIONAL EXPERIENCE

MAY 2018–
PRESENT **Senior UX Designer, Mobile Lead**
BOLD Inc

Leading all of BOLD's Mobile App product initiative: defining research strategy, facilitating team ideation sessions, defining key capabilities and differentiators, and wireframing potential solutions.

AUG 2016–
FEB 2018 **Senior User Experience Manager**
Capital One

Working with a full-stack team, I was a key member of the National Small Business team focused on improving and evolving the New Account Opening and Migration experiences.

- Delivered mobile-responsive New Account improvements that drove 350% faster completion time.
- Launched national research testing program to evaluate prototypes with real customers, on-site.
- Collaborated with engineers and data analysts to define insights and quick-wins from usage data.
- Created customer journey maps, system/process maps, and successfully modernized our Account Opening flow into an omni-channel service for both customers and our verifications team.

SEP 2015–
JUL 2016 **User Experience Team Lead**
Kaiser Permanente with REDSHIFT Digital

Lead for a team of UX designers, researchers, visual designers, and engineers to develop solutions with a user-centered process for Kaiser Permanente's public website, member websites, and mobile app.

- Coordinated with key stakeholders and product managers for each project – bringing them closer to their users with research and design best-practices mentorship.
- Designed and tested solutions for a large spectrum of patients: tech-savvy to late adopters, managing diverse health conditions, and visual/cognitive impairments.
- Facilitated team workshops on prototyping; mentored new teammates in accessibility and usability best-practices, and helped hire to build out our design team.

JAN 2015–
JUL 2015

Product UX Designer
Instaply Inc

Sole Product/UX Designer working directly with leadership and a team of iOS, Android, and web engineers for Instaply, a mobile, web, SMS, app-integrated cross-channel customer support platform.

- Led the full product design process, including contextual inquiry research and metrics analysis, journey maps, personas, wireframing, user testing, product integration and feature rollout strategy.
- Directed an agile engineering team in rapid ideation and interactive prototyping sprints, yielding 2x faster app iteration/delivery efficiency and a richer product experience.
- Led worldwide testing with consumers and pilot partners including leaders in banking, home improvement, and electronics.

AUG 2014–
JAN 2015

Lead UX & Visual Designer
Aura Inc Mobile App

Sole UX & Visual Designer on a team of four, producing from initial concept phase to launch for Aura, a mobile app that applied state-of-the-art social networking, sensor integration, and data mapping to all art.

- Led design process from discovery to pilot-phase hi-fi interactive prototype testing, to official launch.
- Designed app's affordances and motion UI for hyper-location-awareness, connected to nearby art.
- Defined information model of digestible knowledge cards and interactive data visualizations, referencing institution databases and crowd-sourced entries from users in the app.

DEC 2012–
MAY 2014

Interaction Designer
Google Core with SolutionSet

Working with Google's strategy, design and engineering teams, I operated as design support alongside Google's internal teams, providing a breadth of design collaboration.

- Created visuals, motion graphics and rich email designs with graceful-degradation for AdWords, Google Partners, Google Shopping Express, and Youtube. For the hyper-targeted email campaigns, my in-email personalized widget designs significantly boosted customer (re)engagement.
- Major contributor for Google AdWords Opportunities Dashboard redesign: created interactive and visual specs for the Opportunity cards, including prototypes for card microinteractions.
- Distilled new and complex features of AdWords into easily-understandable visualizations/illustrations and messaging for a broad customer base, from newbie to our highest-tier clients.
- Created wireframes, flows, specs, and high-fidelity for Google Partners responsive website.
- Led design for Google concepting projects: Google Now AdWords integration, AdWords Chrome Extension, and AdWords Mobile App explorations.
- Led educational lectures on interfaces using motion and animation.

AUG 2011–
ONGOING

User Experience & Visual Design Consultant
Ted Levine User Experience & Visual Design

Leading design and redesign projects for artists, small businesses, startups, and corporations.

- Lead UX designer for Dwelo's smart apartment platform for residents and property managers to control their smart homes from mobile, creating user stories, flows, and mid-fi interaction specs.
- Lead designer and frontend developer for Learnstream's knowledge curation and sharing platform, creating flow maps, wireframes, a visual system, and delivered microinteraction demos in code.

2011

California College of the Arts, Bachelors of Fine Arts With Honors